

A MCGRAW-HILL PUBLICATION • ONE DOLLAR

# Merchandising



**How to Buy a Truck...page 65**

COOLERS FOR ONE...page 70

# Coolerator®

*introduces*

THE HOME COMFORT APPLIANCE OF THE YEAR ...

## THE AUTOMATIC HUMIDIFIER

*Maintains constant humidity for health and comfort —  
Filters — Deodorizes — Turns itself on and off*

\$49<sup>95</sup>

*Manufacturer's  
recommended  
retail price*

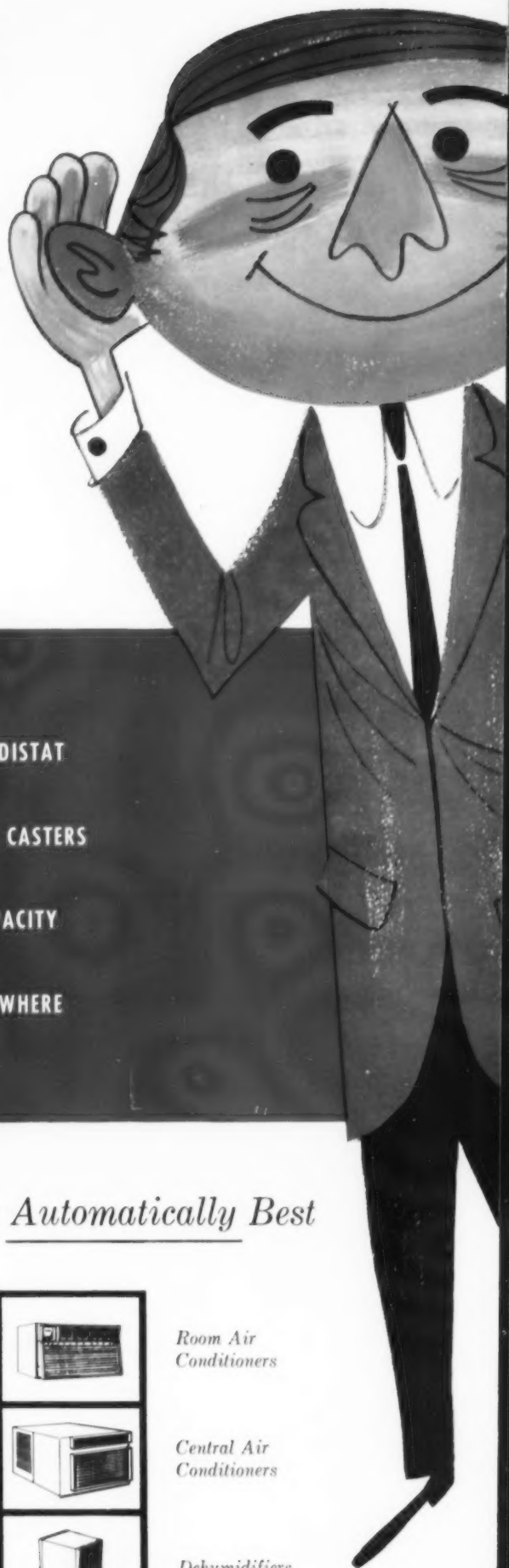


BUILT-IN HUMIDISTAT

PORTABLE, ON CASTERS

7 GALLON CAPACITY

PLUGS IN ANYWHERE



*Coolerator is Automatically Best*

Your customers are health and humidity conscious

The Market is Ready! Get your share NOW!

# Coolerator

FINEST IN HOME COMFORT APPLIANCES

LONERGAN COOLERATOR DIVISION  
McGRAW-EDISON COMPANY  
ALBION, MICHIGAN

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

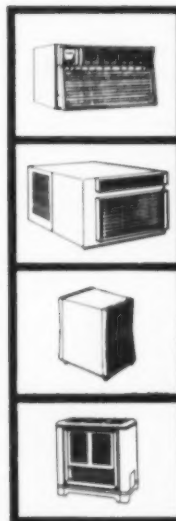
STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

Send Me  
The Full  
Story

McGRAW  
EDISON



Room Air  
Conditioners

Central Air  
Conditioners

Dehumidifiers

Tropic-Aire  
Oil and Gas  
Home Heaters

LONERGAN COOLERATOR DIVISION  
McGRAW-EDISON COMPANY • ALBION, MICHIGAN



# Electrical Merchandising

A  
McGraw-Hill  
PUBLICATION

## Contents • October, 1957

Trends .....	5
Trends—Region by Region.....	9
Economic Currents.....By the McGraw-Hill Dept. of Economics	28
Mort Farr Says: <i>Now's the Time to Sell Hi-Fi</i> .....	35
The Loudspeaker— <i>Letters from our Readers</i> .....	38

A Big Switch in Policy Makes a Big Jump in Volume By Howard J. Emerson	59
Do You Know How to Buy a Truck?.....	65
Two Ways to Profit From TV.....By Bill McGuire	68
Two Washer Sales for One.....	70
A Quiet Way to Sell Hi-Fi.....By Fred A. Greene	74
Legitimate and Discount: Kistler Sells Both Ways.....	76
Major Appliance Service: Repairing Refrigerators By Percy T. Brockwell, Jr.	78
As Utilities Boom, So Will Appliances.....By John Decker	83
Modernization in Miniature.....	87

Electric Appliance News—New Products.....	119
News—Trade Report .....	143
Scheduled Meetings .....	150
Color TV .....	164

EDITORIAL: *Don't Kill the Horses*.....Facing Inside Back Cover

Vol. 89, No. 10



ELECTRICAL MERCHANDISING



October, 1957

ELECTRICAL MERCHANDISING is published monthly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder, Publication Office; McGraw-Hill Building, 330 West 42nd St., New York 36, N. Y. See panel below for directions regarding subscriptions or change of address.

EXECUTIVE, EDITORIAL, CIRCULATION and ADVERTISING OFFICES: 330 West 42nd St., New York 36, N. Y. Donald C. McGraw, President; Joseph A. Gerardi, Executive Vice-President; L. Keith Goodrich, Vice-President and Treasurer; John J. Cooke, Secretary; Nelson Bond, Executive Vice-President, Publications Division; Ralph B. Smith, Vice-President and Editorial Director;

Joseph H. Allen, Vice-President and Director of Advertising Sales; A. R. Venezian, Vice-President and Circulation Coordinator.

Subscriptions are solicited only from persons engaged in the manufacture or sale of household electrical appliance, television and radio. Position and company connection must be indicated on subscription orders. Send to address shown in box below.

Single copies \$1.00. Subscription price in the United States and possessions: \$2.00 for one year. Printed in U.S.A. Cable address "McGraw-Hill New York". Copyright 1957 by McGraw-Hill Publishing Co., Inc. All rights reserved.

SUBSCRIPTIONS: Send subscription correspondence and change of address to Subscription Manager, Electrical Merchandising, 330 West 42nd St., New York 36, N. Y. Subscribers should notify subscription manager promptly of any changes of address, giving old as well as new address, and including zone number, if any. If possible enclose an address label from a recent issue of the magazine. Please allow one month for change to become effective.

Postmaster . . Please send form 3579 to Electrical Merchandising, 330 W. 42nd St., N. Y.



COVER DRAWING BY SYD LANDI

SHELTON FISHER, Publisher

### EDITORIAL STAFF

LAURENCE WRAY, Editor

Robert W. Armstrong, Managing Editor

Anna A. Noone, New Products Editor

Marguerite Cook, Research Director

Ken Blanchard, Asst. Research Director

Evelyn Preston, Assistant

Ted Weber, Associate Editor

John A. Richards, Associate Editor

John Decker, Associate Editor

Harry Grayson, News Editor

Harry Phillips, Art Director

Barbara Ellwood, Assistant Art Director

W. W. MacDonald, Consulting Editor, TV-Radio

Dexter Keezer, Director, Department of Economics

John Wilhelm, Director, World News

Tom F. Blackburn, Chicago Editor

Ken Warner, Chicago Editor

Martha Alexander, Assistant

Marjorie Fisher, Market Research Assistant

Bill McGuire, Southeast Editor

Fred A. Greene, Southwest Editor

Howard J. Emerson, Pacific Coast Editor

Margarete Kapnick, Assistant

George B. Bryant, Washington Bureau

### BUSINESS DEPARTMENT

HARRY C. HAHN, Sales Manager

Holt T. Buchanan, District Manager

James J. Hogan, Business Manager

Richard Engnath, Promotion Manager

Harold O. Eckelman, Asst. Promotion Manager

Robert H. Powell, Jr., District Manager

R. A. Werth, Western Manager

E. J. Brennan, District Manager

Dale R. Bauer, District Manager

Robert J. Scannell, Asst. District Manager

J. L. Phillips, District Manager

George Miller, District Manager

Russell H. Antles, District Manager

F. P. Coyle, District Manager

R. C. Alcorn, District Manager

### NEW YORK

### CHICAGO

### ATLANTA

### DALLAS

### SAN FRANCISCO

### WASHINGTON

### NEW YORK

### ATLANTA

### CHICAGO

### CLEVELAND

### DALLAS

### LOS ANGELES

### PHILADELPHIA

### SAN FRANCISCO

# YOU'VE SEEN THE WESTINGHOUSE

---

*Here's the Westinghouse Shape of Tomorrow*

## PHILOSOPHY



We believe that the electric appliance business is a good business. We believe that it has contributed and will contribute in the future a great deal to the health, happiness and well-being of this country.

We believe that there are profit opportunities at all levels of the business. We believe that the interests of all concerned will be better served if all levels of distribution are strengthened.

**We therefore plan:**

1. To keep our retailers competitive in product. This includes advanced styling and new features.
2. To keep our retailers competitive in price with major competitors.
3. To keep our retailers competitive in promotion and advertising—not only at the national level but in the retailer's own market.
4. To have no more retailers in a market than can adequately and profitably serve the market potential.

**In view of this approach by the manufacturer, we believe it is in the retailer's own interest to:**

1. Concentrate his efforts on the Westinghouse line.
2. Look to Westinghouse as his close and trusted associate in the electric appliance business.
3. Dedicate himself to becoming known in his market as a place where value, integrity and good service are primary tenets of doing business.

With these attitudes on the part of the manufacturer and the retailer, and with the tremendous growth opportunities present in the appliance business, the future is bright for us all and the "Shape of Tomorrow" will become the symbol of profits for all today.

---

Westinghouse Shape of Tomorrow is a look and a philosophy for more profitable relationships in the electric appliance business!



# SHAPE OF TOMORROW LOOK....



"Having sold Westinghouse Appliances almost exclusively for quite a number of years, I can honestly say that this line is now really built for the salesman. Features galore—real step-up selling possibilities—prices that are right. The 'Shape of Tomorrow' will be an important design in the blueprint of Successful Appliance Business Today."

*T. H. Murphy, The Home Shop, Willow Lawn Shopping Center, Richmond, Va.*



"Seeing is believing—I've seen the new 1958 Westinghouse Shape of Tomorrow product and program, and I think I can speak for many retailers when I say that this business philosophy will be regarded as a milestone in our industry."

*Godfrey Marine, Marine Electric Company, Lafayette, La.*



"We've been handling Westinghouse major appliances exclusively the past few years in both our stores—seeing the exciting new 'Shape of Tomorrow' presentation more than confirms the wisdom of this policy."

*Geo. Haskell, Carlisle-Allen Co., Ashtabula, Ohio*

*Here are just a few Westinghouse Shape of Tomorrow*

## REVIEWS



"The Westinghouse 'Shape of Tomorrow' program will be welcomed by dealers everywhere. Westinghouse is taking leadership in distribution policy that the industry has needed for a long time."

*Augie Van Der Heyden, South Side Electric Co., South Bend, Ind.*



"A real great improvement on an already wonderful line."

*Tip Knapp, Denver Dry Goods Co., Denver, Colo.*



"The new Westinghouse 'Shape of Tomorrow' merchandise and policies offer renewed encouragement for a profitable tomorrow in appliance selling and service."

*George Tamaccio, G. Fox & Company, Hartford, Conn.*



"A great new line that certainly is styled as a family with lines that should appeal to housewives everywhere."

*Lee Woodham, A. Harris & Company, Dallas, Texas*

To get in on the excitement...the prestige...  
the profits...call the Westinghouse Distributor  
in your area!



YOU CAN BE SURE...IF IT'S

# Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION, MAJOR APPLIANCE DIVISION, MANSFIELD, OHIO

THE WORD IS GETTING AROUND . . .



## LOOK FOR THAT **Hotpoint** DIFFERENCE

*...and you have it in your Hotpoint  
Full Line Franchise for 1958!*

In 1958, Hotpoint will be reminding your prospects to "Look For That Hotpoint Difference." We would like to urge you to do the same when you enter into your 1958 appliance franchise!

Hotpoint for '58 is more than just "new"—it is the most *advanced* line of major appliances Hotpoint has ever offered! And the very real, very tangible Hotpoint *Difference* is evident throughout the line.

For the consumer, it means many things. There is truly distinctive Clean Line Styling—styling that at once blends with and enhances any type of decor. Startling improvements and refinements of Hotpoint's exclusive, leadership-building quality and performance advantages are immediately apparent. And, of course, each Hotpoint appliance for 1958 proudly displays the kind of years-ahead features for which Hotpoint has long been justly distinguished.

For you, the dealer, the Hotpoint Difference means all that—and more! It represents a more valuable, more meaningful franchise. You have the distinct advantage offered by a *full line* of top-quality free standing and built-in appliances and television receivers, backed by Hotpoint's more than 50 years of leadership. With Hotpoint, you have one dependable source of supply with ample territory afforded each dealer to allow full return on his merchandising effort.

The famous Hotpoint name works to your advantage, too. Sales are easier, more profitable when you offer *pre-sold* Hotpoint appliances. Throughout the line, customer preference has been growing steadily for over half a century—acceptance earned by Hotpoint's unequalled performance and sustained by Hotpoint's steady, aggressive advertising and promotional programs.

Your Hotpoint Distributor will introduce you to the profitable Hotpoint Appliance Line for '58 in the near future. So wait—assure yourself of bigger, better, easier sales next year.



*Don't sign any major appliance franchise until you . . .*

LOOK AT THAT **Hotpoint** DIFFERENCE

*(your customers do!)*

Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Customline • Dishwashers • Disposals  
Water Heaters • Food Freezers • Air Conditioners • Television

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44



## Business Quick-Check

	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR
<b>SALES</b> , factory, appl.-radio-TV index (1947-'49 = 100)	149	139	157	<b>13.5% DOWN</b>
<b>DEBT</b> consumers owe to appl.-radio-TV dlrs. (\$millions)	362	360	359	<b>0.6% MORE</b>
<b>FAILURES</b> of appl.-radio-TV dealers	35	19	14	<b>47.0% MORE</b>
<b>RETAIL SALES</b> total (\$billions)	17.0	16.8	15.9	<b>5.7% UP</b>
<b>DEPT. STORE</b> sales index (1947-'49 = 100)	133	132	128	<b>2.7% UP</b>
<b>DISPOSABLE INCOME</b> annual rate (\$billions)	299.5*	295.5*	285.8*	<b>5.2% UP</b>
<b>LIVING COST</b> index (1947-'49 = 100)	120.8	120.2	117.0	<b>3.5% UP</b>
<b>SAVINGS</b> of consumers, annual rate (\$billions)	21.9*	18.9*	20.8*	<b>8.5% UP</b>
<b>HOUSING</b> starts (thousands)	95.0	96.0	103.9	<b>11.9% DOWN</b>
<b>AUTO</b> output (thousands)	524.9	495.6	402.6	<b>8.7% UP</b>
<b>UNEMPLOYMENT</b> (thousands)	2,609*	3,007*	—	—

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau) \*New Series — No Comparison Available

# TRENDS

The professionals—the economists and stock analysts—seem to be having more and more reservations about what's ahead. None of their predictions could be called gloomy, but there is increased talk that business has reached a "plateau" and that the boom has lost its "steam" or "buoyancy".

That's why it's somewhat strange that the usually skeptical appliance dealer seems to be as optimistic as he is. In area after area (see Regional Trends beginning on page 11) reporters note a surprising optimism among dealers.

There's no obvious explanation for this phenomenon. True, retail business seems to have held up better than stories of production cutbacks and factory layoffs would indicate. Also bolstering dealer spirits is the surprisingly good showing of several individual products. TV for one, has registered a better summer than any one expected. And there seems to be renewed strength in home laundry products.

Long range forecasts for 1958 offer no promise of drastically improved sales. The editors of *Steel* magazine have talked with top appliance manufacturers and their composite forecasts for 1958 production shows most products bettering 1957's estimated totals but few running very far ahead of 1956 level.

Appliance men must face still another troublesome fact of life: they must compete with the auto industry for the consumer dollar. Right now there appears to be renewed vigor in the auto market and if this is stimulated by new models which will begin to appear this month the appliance dealer may find his selling problem just that much more acute.

Meanwhile, the entire industry continues to wrestle with the

problem of making money on the goods it is selling. Many dealers complain that their profits have fallen despite additional volume. The complaint is echoed at every level of the industry. Last month G-E announced it would boost prices on its new refrigerator line. The reasons: "We absolutely had to raise them. Earnings otherwise just will not be sufficient to keep the industry healthy."

Last month, too, the industry had to face up to two more big production cutbacks, evidence that the coming of fall has not pulled the appliance business out of its summer slump. In mid-September RCA-Whirlpool laid off 1600 at its Evansville plant. G-E has furloughed 1200 in its refrigerator department and 45 in its dishwasher and Disposal department while a week's production of ranges will be cancelled in both September and October.

Production figures tell the story. The ELECTRICAL MERCHANDISING index of major appliance-radio-TV sales at the factory level (top line in Quick-Check chart above) is down 13.5 percent from last year's level. (On the plus side it should be noted that the index has jumped ten points upward in the last month). Factory shipments of electric housewares (not included in the index) are off about 15 percent.

Actually, curtailed production and higher prices may be something of a blessing in disguise. They may produce a stability within the industry which would reduce inventory levels and firm up the profit structure. Arnold Bernhard & Co's "Value Line Investment Survey" sums it up this way: "Through cutbacks in factory output, the consumer product inventory glut has been reduced. The product price structure is gradually firming. A 10

(Continued on page 6)

now... **3 WEST BEND** fully automatic  
party percolators



12 to 24 cup

**AUTOMATIC PARTY PERCOLATORS**

**12 to 24 Cup Automatic Percolator**

Just pour in cold water . . . add coffee . . . and forget it! It's as easy as that to make delicious coffee in any of West Bend's party-size automatic percolators. All sizes hold serving temperature as long as you want it. New "24 cup" is ideal for party, luncheon or buffet. Signal light flashes when coffee is ready to serve. Durable aluminum. AC.  
No. 3504E 12 to 24 cup . . . \$29.95

12 to 72 cups of delicious coffee  
**automatically!**

48 to 72 cup

30 to 50 cup

operates as easily  
as an 8 cup  
automatic "perk"

1. Fill with cold water for 30, 40, or 50 cups, as desired. (Heats its own water.)
2. Add coffee (special basket allows use of drip grind).
3. Plug in any AC outlet. Brews the coffee automatically (no dials or controls to set).



**30 to 50 Cup Automatic Percolator**

Brews delicious coffee, keeps it "serving hot" — all automatically. Glass gauge. For "rec" room, club, church or office. AC.  
No. 3500E 50 cup, aluminum . . . \$39.95  
No. 3501E 50 cup, copper-color . . . 44.95

**48 to 72 Cup Automatic Percolator**

"Perks" 48, 60 or 72 cups of delicious coffee automatically . . . for lodge, club, church, coffee shop or institution. Aluminum. Portable. AC.  
No. 3512E 48 to 72 cup . . . \$42.95

**WEST BEND**

DEPT. 189

**WEST BEND ALUMINUM CO., West Bend, Wisconsin**

**TRENDS** (continued)

percent pick-up in residential building is estimated for 1958 . . . TV and appliance lines should register modest sales gains and exhibit improved profit margins in the year ahead."

It doesn't look as if the lower down payments and higher interest rates for housing will prove much of a shot in the arm for the building industry. Indirectly, of course, that's bad news for the appliance industry, which has suffered along with builders as housing starts have fallen off. So far this year (as the Quick-Check chart indicates) starts are off 11.9 percent.

A new raw material which made its bow in the phonograph industry this summer is due to see further use in the TV market.

The material is Fiberglas. Motorola introduced a line of phonos in this material at the summer Music Show. Sears is now showing a TV set in glass fiber cabinet in its current catalog (although industry sources say Sears has been getting slow delivery on this set.) And at least two TV manufacturers are working on cabinets made of this material.

Motorola is happy over acceptance of its hi-fi sets in this material. There was some initial hesitation but dealer orders quickly picked up. Right now the biggest "plus" value may be merely that these sets are "different" but as more manufacturers use them you'll hear more and more about their color, lightweight, style, and strength. (Kip Anger just about broke up Motorola's convention by taking a hammer to one of these new sets.)

Here's background on this new material. Tooling costs are close to those of metal, greatly higher than wood. Design limitations are different from but no more stringent than steel—no square corners, necessity of leaving "draft" in dies to get material out of mold. You need more steps in forming cabinet but eliminate problem of finishing. Only trouble so far: rejection rate is high. But technicians are confident this can be overcome and some people think even today's rejects may be painted or finished in some manner so they can be used in low-end lines. You probably won't see glass fiber consoles since the material "flexes" over large spans. Also, it's tough to match furniture finishes.

The future of the gas refrigerator is still very much up in the air.

Seven appliance manufacturers sat down and talked with gas utility executives in Chicago last month. Their proposals are being circulated to the utilities who have shown the most interest in saving the gas refrigerator now that Servel has decided to withdraw from appliance manufacturing. But at the moment no one can be very sure of what's going to ultimately happen to the gas refrigerator.

The FCC has opened the door a crack on toll television.

The Commission ruled last month that it would consider applications from existing or proposed stations for a three year trial of pay TV. But the FCC won't act on these until early next year so it will be some time before such trials get underway.

Meanwhile, the Commission appears to be staking out a claim to jurisdiction of pay TV which makes use of wire systems to transmit the signal. Originally, many felt that the Commission would attempt to control only over-the-air signals. **End**





**NOW...2 CLEANERS IN 1**

Millions of prospects will read all about the NEW HOOVER CONVERTIBLE in ads like this (all in 4 color). A simple demonstration of these unusual cleaning features will turn many of these prospects into customers. This means high unit sales for you. Contact your Hoover representative now.

# New Hoover Convertible

## *The Cleaner with the Automatic Shift!*

Low gear  
for carpets

High gear for  
everything else

.....**Shift!**.....



New Hoover Convertible is actually two cleaners in one

***Fastest and cleanest pickup of all!***

Long, low and rarin' to go! Now, from Hoover, comes a new kind of cleaner—the *Convertible*. Its new two-speed motor with Automatic Shift makes it the most complete cleaner that ever came down the carpet.

Frisky and free-wheeling, the new Hoover *Convertible* races over carpets—yet does a job no cleaner short of a Hoover can match. Gets the deep-down dirt other cleaners can't get because *it beats, as it sweeps, as it cleans.*

**How Automatic Shift works**—Just click in the converter, and the big motor automatically shifts into high. Presto!... an extra burst of power for straight-suction cleaning—50% more than ever before. With new rear connection, the cleaner follows you as you clean. Exclusive double-stretch hose.

To get cleaning over with faster, and do it better, get the cleaner with the Automatic Shift—the new Hoover *Convertible*. Complete with accessories—\$132.90.

**HOOVER. FINE APPLIANCES**

... around the house, around the world





18"

the most profitable

**one square foot**

in your store

This display is yours . . . FREE with RADION ANTENNAS. See your distributor today. See for yourself the markup on indoor antennas, the profit in *one square foot*.

It's a safe bet that this year a million or more *replacement* indoor antennas will be sold. Get your share with RADION—the only line that can give you . . .

*Acceptance* . . . more people own Radion than any other brand.

*Design and Quality* . . . choice of 9 out of 10 TV Manufacturers.

THE TV MARKET'S HERE. MOVE NOW. GET YOUR DISPLAY TODAY...YOUR PROFIT TOMORROW.



**THE RADION CORPORATION,** Dept. E

1130 W. Wisconsin Ave., Chicago 14

In Canada:

Atlas Radio Corporation, Ltd., Toronto

Export Sales Div.:

Scheel International, Inc.,

5909 N. Lincoln Ave., Chicago 45, Illinois

Cable HARSHEEL

**FREE:**

How to  
make  
more  
money

"How to make  
more money  
with less  
investment."

Ask your  
distributor or  
write direct.



# TRENDS

## REGION BY REGION

### ... in the EAST

By John A. Richards



**Sales flurries give bounce to fall market. . . . Dryer-washer pairs drop below \$200. . . . Optimism for final quarter strong**

"About normal."

"Spotty. Everybody talks that way."

"Not booming. But not bad."

That's the way three metropolitan New York retailers—a chain store executive, a discount house official, and an independent dealer—described the appliance-TV picture last month.

In general, sales for the August-mid-September period were about three percent ahead of last year, but individual gains ranged as high as 10 percent, and losses were held, in most cases, to five percent. The industry was in a "business pickup, continuing to the close of the year." In at least two instances rough-and-tumble promoting cracked the pattern of white goods selling.

Freezers and dryers corralled the special merchandising attention. In a smashing drive in Washington, sparked by the Electric Institute's newspaper and TV advertising, exhibits and displays, freezer sales leaped over last year sales for some dealers by a good 10 to 15 percent. One dealer sold eight freezers in 10 days. Novelty of the promotion was the great success in selling freezers without a food plan. Fair freezer business in such widely-separated locations as Buffalo and Boston suggests special efforts could similarly zoom freezer sales.

Washington was also the scene of a dryer price offer which made dealers gasp. Sears featured a dryer-washer combo offer for \$188. The washer turned out to be a semi-automatic washer, the dryer an 8-lb. affair. For those dealers who have not yet caught their breath, a Buffalo dealer launched a comparable drive for early dryer business. He featured a dryer and a wringer washer at \$199. Object: to stir up traffic among prospects for dryers, washers or combos. The technique:

shift selling up the scale, even to the \$499 combo range. The outcome: 60 pieces sold in a week, 33 percent of them dryers, 16 percent wringer washers, and six dryer-wringer pairs. The day of the under-\$200 laundry pair has apparently arrived.

**Hi-fi sharply challenges washers for star billing.** In Boston a dealer reports hi-fi "going great guns." A promotional house in Buffalo is "looking for a good fall hi-fi trade," while in Philadelphia "hi-fi improves all the time." One suburban Philadelphia dealer who finds guaranteed hi-fi sales year after year has just opened a 1600-square-foot salon, complete with fireplace, wall-to-wall carpeting and comfortable armchairs. In downtown Manhattan and Brooklyn, in Queens, Nassau and Suffolk, as well as northern New Jersey counties, hi-fi is finding wide appeal as a profit booster.

One East Northport dealer sums up why these units have such selling appeal.

"The addicts you can sell easily," he says. "They're not price conscious and will go for items at \$500 and up. But say average sales run anywhere from \$160 to \$225 or \$250. On popular makes it's true you can only make \$25 to \$30. Yet this is offset by the sales you make where your take runs to \$100 or better."

The dealer compares this to the \$10 he takes on portable TV sets in the \$125 to \$139 class. Or even to the console TV units running about \$250, \$260 and \$270 on which the take is \$40.

The fact that console TV sales have taken a turn for the better delighted eastern dealers last month. Like the suburban Philadelphia dealer who shies from promoting portables "preferring big ticket stuff," dealers in Buffalo, New York, Boston, and Washington hoped to channel the surge in TV into bigger unit sales where the profit structure is better. That this was no idle hope was indicated by a report from Patchogue, Long Island. A dealer there told of a "tremendous surge in TV-radio-phono combination sales in the \$350 range in late August and early September." Similarly a New York chain store official claimed his consistent drive for better dollars was "paying off, including sales in higher-end TV."

**Distributor reports fully outline the favorable fall prospects.** One New York supplier expects to beat '56 in white goods "by at least five percent." A strong competitor will top this gain. The electronics business for one New Jersey distributor will "wind up the year ahead by five or ten percent." Tape recorders, phonographs, and hi-fi generally "have shown the greatest gains" for another New York distributor who was ahead of '56 to August 31 by 18.4 percent. The electronics picture for still another distributor was "on-the-

nose in dollars for TV but ahead in units by 20 percent." He expects to finish the year about eight percent in dollar billings. In Philadelphia a distributor expects a "big increase in business the balance of the year," with TV and laundry supplying the momentum. Boston, Washington, Buffalo suppliers felt the same.

Perhaps the comment which best pegs the eastern market, for dealers and distributors alike, came from one Newark supplier. "This fall got off to a faster start than last year," he said. His sentiments were echoed by a cautious but hard-hitting New York chain store executive. "Business has been coming in unexplained flurries," he said. "But at least it's there. If it doesn't drop below present levels, the year will turn out satisfactory. If we can improve business, it will definitely be good."

### ... in the MID-WEST

By Ken Warner



**Metropolitan dealers scratch to match 1956, but small town merchants expect booming fall . . . Department and chain stores in competitive squeeze**

THE Midwest presents two different pictures this month. In metropolitan Chicago, and in other population centers like Minneapolis, dealers are scratching hard, and in many cases, running behind last year. Out in smaller towns and rural areas, where farm prices and prospects make a real difference, dealers are rubbing their hands together in anticipation of a bumper crop of appliance and TV sales this fall.

In Chicago, it's a rare dealer who's running even with last year and very few expect much change this fall. One big Chicago dealer says, "I'll be very satisfied with last year's volume in the next three months." Those few who are running counter to this trend are those who saw it coming, and countered with increased emphasis in product lines that are selling, notably laundry

(Continued on page 11)



## **TOMORROW'S KITCHEN...** *a pushbutton operation*

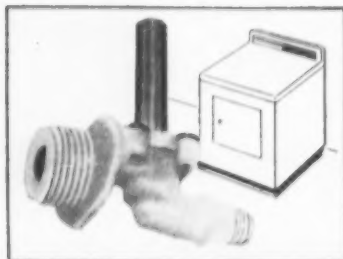
Cooking . . . laundry . . . dishwashing . . . water conditioning . . . ice making . . . refrigeration . . . heating . . . air conditioning . . . all provided for in this compact, convenient unit. Automatically operated from a central control panel. Fantastic? Not at all. In fact, it may be on someone's drawing board right now. Perhaps yours.

There'll be problems, of course. But if they involve the flow of liquids, turning on and off, controlling the rate of flow, measuring and dispensing, mixing for desired temperature, you'll most likely find the satisfactory solution in a Dole Valve.

No . . . it won't be a stock item. You won't find it on our shelves. It will be designed specifically for you . . . by Dole engineers working closely and confidentially with your engineers and designers. It will be produced fast and in volume . . . yet with the utmost accuracy and precision. And like everyone else who has had this experience, you'll be glad you came to Dole.

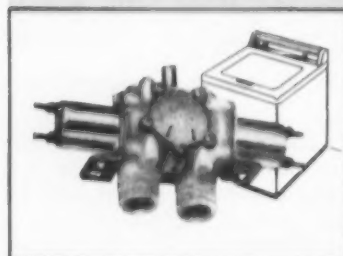
Whether you are designing for today or the future, if your project involves any of these problems of fluid control, you'll find it worthwhile to talk with a Dole engineer. There's no obligation.

**Here are a few examples  
of Dole valves designed  
and produced for America's  
leading appliance manufacturers**



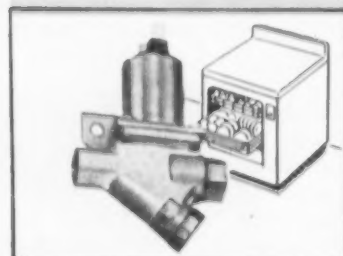
### **ON CLOTHES DRYERS**

Developed for applications requiring controlled flow of cold water at rates up to 0.8 GPM. Here it provides a method of flushing lint and condensate. A unit of this type may be used in conjunction with other Dole units in combination washer-dryers.



### **ON AUTOMATIC HOME WASHING MACHINES**

Dole Water Control Units similar to this were developed for the first automatic washing machines ever built. Such units turn water on and off, control rate of flow, and mix water to desired temperature. Dole also builds dispensing units to store and automatically dispense fabric conditioner materials at a predetermined time.



### **ON AUTOMATIC DISHWASHERS**

Dole Single Solenoid Shut-off Valves turn water on and off and control proper flow rates for washing and rinsing. Incorporated in this valve is the Dole Flow Control. Dole Dispensers are also used in automatic dishwashers to store and automatically dispense water conditioner at the proper time in the cycle.

*Control with*

# **DOLE®**

If you would like additional information about these or other Dole Solenoid Operated Valves we shall be glad to supply it without obligation.

**THE DOLE VALVE COMPANY**

6201 Oakton Street • Morton Grove, Illinois  
(Chicago Suburb)



# TRENDS REGION BY REGION

equipment, or who refurbished and polished up such seasonal items as gas heaters. For one dealer, some 200 heater sales have spelled the difference between profits and losses in the last month.

One clue to the distress of many Chicago dealers is the speed with which they can come up with actual percentages in decreased volume. For one efficient, "clean," volume operator in the suburbs, the figure is a minus 9 percent so far this year. Those in real trouble are reported down as far as 30 percent on volume. A more usual figure would be 12 to 14 percent.

There are two bright spots for most dealers: laundry equipment and television, with hi-fi providing some profits, but not in sufficient volume yet to make up the difference. Laundry has been strong since late spring, and television is getting its usual fall shot in the the arm, following an unspectacular summer which didn't, however, drop as low as in the past.

Refrigerators proved a puzzle in Chicago, with the volume just not showing up this summer, despite plenty of promotion and plenty of hard-hitting, price advertising. One dealer says his refrigerator volume is down 40-50 percent.

Sales problems loom big, but it's in connection with advertising that many independents here find an irritation. Some of the bigger department and furniture store outlets have a habit of allowing their ad layout men to run streamers and price logotypes right across the identifying features of the merchandise pictured in the ads, making it difficult to tell whether the unit offered is a standard or a special model. This is not a device confined to the "schlock" houses either, dealers complain, but is in use by top names on State St.

Resigned as they are to selling against major outlet advertising, independents are squirming under the impact of downtown department store decisions to meet all prices. Starting about a year ago, State St. appliance men got right in the swim, and are now running ads announcing that "Our prices are as low as anybody's," and have set out to prove it. Shoppers have discovered that in many instances they can discover prices all over town by simply asking in State St. appliance departments.

As added sauce, the mail-order giants, Sears and Montgomery-Ward chose September for juicy promotions of their own. One of these included, in full-page ads, automatic washers and dryers at \$92 each "packed in their original factory crates." Ads also offered the step-ups, starting at \$128 for an electric dryer, and a 3-heat model for \$158.

In Chicago in September, according to the ads, consumers could get 21-inch console TV anywhere from \$140 to \$190, table models from \$100 to \$149. Automatic washers started at a low of \$92 on an obvious leader through \$130 offered by an independent and on up to about \$230; wringer washers were priced from a low of \$68 to \$148, with the usual offering at about \$100; dryers weren't being advertised over \$170.

In refrigerators, \$128 bought a 7-foot model, 8-foot units were advertised right around \$150,

9 and 10-foot boxes were promoted at \$180 to \$200, and 12-footers went from there to about \$269. These prices represent all major brand names, offered every week. They are all leaders, of course, and all 1957 or earlier merchandise. They offer an indication of the Chicago independent's problem.

**In the hinterlands, things are different.** Crops should be near-record or better, and prices are holding steady so far for farmers. This means plenty of business this fall, and for small-town and rural dealers who, for the most part, are running even or ahead of last year at the moment, **prospects are quite bright.** Most of them are accustomed to doing an out-size percentage of their business in the fall anyway, and this looks like a real top-notch season coming up to farm community dealers in Indiana, Illinois, Iowa, Minnesota and Wisconsin.

In another indication of the reversal of the Chicago trends, many, though not all, of the **small town dealers report that refrigerators held up well all summer,** and provided good volume, though not up to washers and dryers, in such far-apart locations as central Indiana, northern Iowa and eastern Minnesota. **For these dealers, laundry equipment has been steady all year,** after the February-March slowdown, and shows no signs of slacking off as yet.

Some of the really bright-eyed small towners have decided to jump the gun on hi-fi this year and have set up special rooms and departments despite last year's evidence that hi-fi was not yet an essential in the small towns. They're all pleased with television's strength, too. **This year provided a turn-around in TV: June and July both showed up better than ever,** and for several dealers, notably in Iowa and Minnesota, provided a mid-summer bonanza. In other non-metropolitan areas, it also held up better than usual in those months.

in the  
SOUTH  
EAST



By William C. McGuire

**As consumers begin to look like prospects dealers start to buy . . . Hi-fi is mainstay of expectations . . . What happened to air conditioners**

**I**T takes no Hawkshaw to detect the persistent air of optimism pervading the Southeast as the appliance-television industry swings into its fall quarter. In most of the great retailing and wholesaling centers of the South—Atlanta,

New Orleans, Chattanooga, Birmingham, Jackson, Miami and Tampa-St. Petersburg—dealers and distributors breathe confidence.

Significantly, this does not appear to be a false-bottom brand of optimism, but rather the result of carefully framed judgments by experienced appliance men, whose thinking is based on the economic shape of things to come. There's not a whistle in the dark to be heard.

**Employment and wages are reported generally up.** Except for the Carolinas, where observers still waited patiently for the anticipated post-Labor Day textile upswing to set the cotton mills whirling full time, area economies seem to be hitting on all cylinders. **More money is finding its way into circulation,** and here and there consumers are dropping the bars and changing their sales-resistant attitude to a rather coy one of "catch-me-sell-me." Says the appliance manager of a Chattanooga home furnishings store, "More are coming out to shop, and more of the shoppers are willing to identify themselves as bona fide prospects. They're not afraid to be sold."

This absence of fear on the part of consumers has a heartening counterpart in retailers, it's disclosed by distributors in most areas. **Generally, dealers are buying bravely—buying as though they know where their next sales are coming from.**

In New Orleans, a distributor v-p finds his dealers a bit hesitant about taking the plunge into his new white goods line until he can offer them a good special they can get their promotional teeth into. This executive is banking on his redesigned TV line to lead the way to what he predicts will be a "terrific" fall.

**Looking backward, air conditioning, which started strong, faltered in many sections during July** when the going should have been good. August was spotty, with dumps serving to unsettle things even more. Generally, the unkindest cuts of all were suffered by those with leaderless lines. A Tampa distributor in this category sweated all summer to score mediocre results, selling one-ton units at a dealer cost of \$200 to \$225 in the face of off-brands and close-outs retailing at up to \$50 less.

Down in Miami, where the coast turns to gold, another distributor moved about 3,000 units for its best air conditioning year to date (when its new line arrives, this firm will strike for the area's big reverse-cycle market, sees this as the route to year-round air conditioning volume). But in nearby Hollywood, a one-line retailer sold 1,000 units "without making anything," because he had to chop the legs from under an admittedly over-priced line to stay in the picture.

A Chattanooga appliance-furniture dealer moved more than 100 room coolers this year, netted no more than he did on the 75 he sold last year. As this season came to a close, some Chattanooga dealers were dodging carryover by dumping at cost, and that helped not at all.

**In contrast, a New Orleans dealer breezed through a "wonderful" air conditioner season.** Dangling a \$149.95 leader, working mostly in \$180 and \$200 one-tons, but not hesitating to

(Continued on page 12)



# TRENDS REGION BY REGION

promote and sell a \$158.88 job with about \$20 in it, this house hit the jackpot with 3,940 unit sales. This multiple pricing schedule graduated in ten-dollar jumps helped: a bottom figure for cash and carry; \$10 more for delivery and double-hung-window installation; another \$10 for a year's service; still another to time-sales purchasers, in addition to carrying charges (this to help get the firm off the finance hook by encouraging cash buying). This dealer is carrying over 180 pieces, but he's losing no sleep. Off-season specials will have him buying again this month, so he'll be warehousing anyway; and last year's carryover can be next year's leaders, at no loss if prices rise in the meantime.

Almost unanimous with southern dealers is the conviction that **high fidelity will prove one of fall's strongest props**. "It's in the air," says a Jackson dealer, who has yet to sell a low-priced set. His best sellers cost \$208, list at \$320 and sell for about \$280, yielding almost as much profit as he can dig out of a \$600-list refrigerator without a trade. He keeps four hi-fi sets connected to a master switch for comparative demos.

An Atlanta distributor, who counts hi-fi and recorders among his most profitable products, looks for big things from hi-fi. He tabs it a distributor profit-maker because it has yet to be widely discounted. "In TV, you're dead," he says, "the minute you quote your dealers a price \$5 higher than your competition. But in hi-fi, the dealer isn't so jumpy, because he knows he can get his full markup."

## ... in the SOUTH WEST

By Fred A. Greene



**Business remains sluggish . . . Volume is stable but profits not keeping pace . . . TV begins to show signs of improvement**

**S**LOW business was pretty much the rule at the end of August, and September didn't bring too much relief for the Southwest's lagging appliance sales.

Few dealers and distributors show any improvement and in most cases they're figuring overall volume on an 8-month basis.

Air conditioner sales seem to be the "bear" in the picture. They just didn't come near expectations for most areas of the Southwest and particularly in Oklahoma. One distributor in the Sooner state reports a drop of \$107,000 in air conditioner and cooler sales.

Weather, on the whole, was comparatively cool. After sudden heat blew in the first of

August, cool fronts came often enough to stall room unit sales. September, a normally warm month and a time when dealers can offer "bargains," just wasn't warm—in fact, it was downright chilly early in the month and sweaters (a rare piece of September wearing apparel) were much in evidence.

Add this to the overall soft appliance market and you have another headache for appliance dealers.

A look at utility reports bear out the sluggish overall business trend. Where any product shows a sizeable increase, there is usually a big decline in sales of another. For example, automatic washer sales in Fort Worth show a drop of nearly 1,000 units. On the other hand, air conditioner movement in this city was up over 800 units. In South Texas, retail value of sales in Corpus Christi show a mere 3 percent rise over a year ago.

Certainly, the volume is there—or at least roughly equal to year ago. But with rising costs and dwindling margins, dealers have not been able to equal 1956 income.

The competitive situation also has been a factor. An Abilene dealer during July and August of 1956, registered sales of \$32,565. For the same period this year, he totaled only \$13,410. He blamed his decline on a dealer next door whose distributor offered promotional models he couldn't get. The volume drop hurt, but the dealer tried to solve his dilemma by selling name brands, buying carefully and at suggested list prices. He's got a good profit picture but no volume.

For this particular dealer, the answer was obviously to sell, not give away merchandise. It is far from a trend, of course, but we detect some signs of increasing dealer revolt against volume and in favor of profits. As one retailer points out, "the volume isn't always going to be there. Unless I can establish sound, profitable prices I'm not going to remain in business when my volume slips."

Prospects for the remainder of the year are uncertain. A wheat crop failure that has been fairly general over Oklahoma clouds the view. In Texas, things are generally brighter but there are isolated sections which face a crop problem.

White goods moved at a slow pace for most dealers and distributors. Laundry equipment and refrigerators were top sellers. Arkansas was an exception here, where two wholesalers report freezers their best item and overall white goods sales excellent. Even air conditioning went well in Arkansas where a Little Rock distributor's volume was up 80 percent and he made a profit for the first time in four years.

TV ranged from poor to fair but early September business showed a decided pickup in sales. The combination of fall TV schedules and increasing dealer attention have been the motivating factors. Several dealers are optimistic, too, that the new models featuring the 110-degree tube will create additional interest. Color also comes in for some optimism as more dealers become convinced that it is here to stay.

## ... in the GREAT LAKES

**Fall brings upturn in sales and confidence . . . TV, laundry, hi-fi hold most promise . . . Survey shows summer sales behind 1956**

**N**OW that the summer doldrums have passed and fall is here, business is beginning to fall back into a normal pattern, making Great Lake dealers a little more optimistic about appliance prospects in the last quarter of this year.

During the past thirty days, say Great Lakes dealers and distributors, the appliance market has started to show signs of improvement which can be attributed to the concentration of "indoor home life" by the consumer now that vacations are over and cooler weather has set in.

Northern Ohio dealers are forecasting a continuous rise in activity through the remainder of the year and well into 1958 because of a recent survey taken in that area showing the worst of the drop in low-cost home construction is over. The optimistic outlook of builders in that section reflects confidence that mortgage loan money will be easier to obtain in the rest of 1957 and early next year.

Television sales have been holding steady during the summer months and they can take most of the credit for this sudden upward trend in the Great Lakes appliance market.

Dealers believe that this trend is here to stay for awhile, anyway, now that the larger networks are scheduling better shows and movies for future dates. A Toledo dealer said, "There was a time back when the public began to lose interest in TV, causing sales to take a downward jump." This, he said, no doubt was due to the repeat shows seen everytime one turned on his set. A Pittsburgh dealer quoted: "Now that Pittsburgh has added a new station to its network, my sales in TV have been booming. I'm trying to convince my customers that a second set is almost necessary, especially where there are children."

Dealers and distributors in the Cincinnati region maintain an entirely different outlook toward the future of color TV. A promotional exhibit titled "Around The World in 80 Minutes"—with television was staged earlier this month by Cincinnati dealers and distributors in conjunction with manufacturers and the Cincinnati utility. Latest models of color and black and white TV sets, provided by distributors, were set up in the utility company's lobby, so the public could see color TV sets in action. They predict that once the public becomes educated on the idea of its value, regardless of high price, this item will sell itself. Most of their theory is based on the large amount of color programming taking place in that area.

(Continued on page 16)

Why simply  
"trade dollars"  
when selling  
Floor Polishers?



# The LONG Profit is in *General*

**QUALITY FLOOR POLISHER-CLEANER-SCRUBBERS  
BY FLOOR MACHINE Specialists SINCE 1930**

More Floor Polishers are being sold than ever before.  
But Retail profits on some Polishers amount to as little as 50c or \$1.

"Trading dollars" may be *busy-ness*, but it's not good business.  
You make money when you promote GENERAL Floor Polisher-Cleaners.  
These are not "stripped-down" models. They come with 3 sets of accessories  
(complete with 1 pair of long fibered polishing brushes, 1 pair of wax  
applicator brushes, 1 pair of genuine lambswool buffing pads.)

And there'll be no "after-sale" headaches with customers! Your  
customers will like GENERAL'S High Quality, Versatility, and the  
Completeness of the Equipment. *YOU will like the Long Profit.*

NATIONALLY  
ADVERTISED  
IN AMERICA'S  
TOP  
MAGAZINES

- House Beautiful
- Living
- American Motel
- Better Maintenance
- Time
- Nation's Business
- Newsweek
- American School & University Annual
- House Beautiful's Bldg. Manual
- Banking
- Buildings
- Food Engineering
- Maintenance
- Sanitary Maintenance
- Hospital Management
- Modern Sanitation
- Thomas Register
- Hotel Bulletin
- Nation's Schools

Write today for our **LONG Profit Story!**

## General

FLOORCRAFT, INC.

421 Hudson Street, New York 14, N. Y. Established 1930

- All Sizes For All Types of Floors — Made By Floor Machine Specialists
- World's Most Complete Line of Household & Industrial Floor Maintenance Machines & Vacuums



**TYPICAL BEST-SELLING  
VALUES** in America's Most  
Complete Line of Floor  
Polisher-Cleaners and Floor  
Maintenance Equipment

### GENERAL TWIN 12A Deluxe

Nothing finer for the Home.  
America's most versatile  
Quality Floor  
Polisher-  
Cleaner!



Customers love  
General's RUG CLEANER  
extra-cost accessory.

**Perfect for Rentals!**

**GENERAL  
T-16B**

**GENERAL KL  
DYNA-CRAFT**



Twin 16" brush machine  
for larger homes, offices,  
motels, small institutions,  
etc.



13" diameter operating brush  
spread. A Quality midweight  
floor machine at a popular  
price. Convenient carry-grip.

I'm interested in General's LONG Profit Plan.  
( ) I'm a Distributor. ( ) I'm a Dealer.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Buyer's Name \_\_\_\_\_ EM-10

**DISTRIBUTORS Attention!** A limited number of choice  
territories are open. Mail this coupon for details.



# PHILCO-BENDIX® for '58...

Only Philco-Bendix gives you these great

## The sensational **BIG FILTER DRUM**

in the **PHILCO-BENDIX DUOMATIC  
WASHER-DRYER COMBINATION**

Sales prove it! In today's fast-growing washer-dryer combination market, the Philco-Bendix Duomatic is too hot *not* to handle! The Duomatic is the combination that outsells all others, outperforms all others. And it's even hotter for '58 with the Big Filter Drum. Just look at these selling exclusives you get with the Big Filter Drum in the '58 Philco-Bendix Duomatic.

- ▶ **BIG FILTER DRUM** is safe for any and all fabrics — even the miracle fabrics!
- ▶ **BIG FILTER DRUM** washes cleanest, dries faster (up to 45 minutes faster) than any other combination!
- ▶ **BIG FILTER DRUM** has 2880 filter holes that make lint a thing of the past!
- ▶ **BIG FILTER DRUM** dries clothes without wrinkling, cuts ironing time!
- ▶ **BIG FILTER DRUM** washes heavily soiled clothes with the exclusive automatic "Power Soak" cycle!

It's big-ticket items that make profits in home laundry today. Get your share with the biggest big-ticket appliance of them all — the Philco-Bendix Duomatic with the Big Filter Drum. Contact your Philco distributor today!

MODELS CE & CG-788



*Built to make the retail sale...*



# TOO HOT NOT TO HANDLE!

selling advantages...sure to make the retail sale

The amazing new

## "TRIPLE-DUTY" FILTER-DISPENSER

in the PHILCO-BENDIX "LINT-FREE" AUTOMATIC

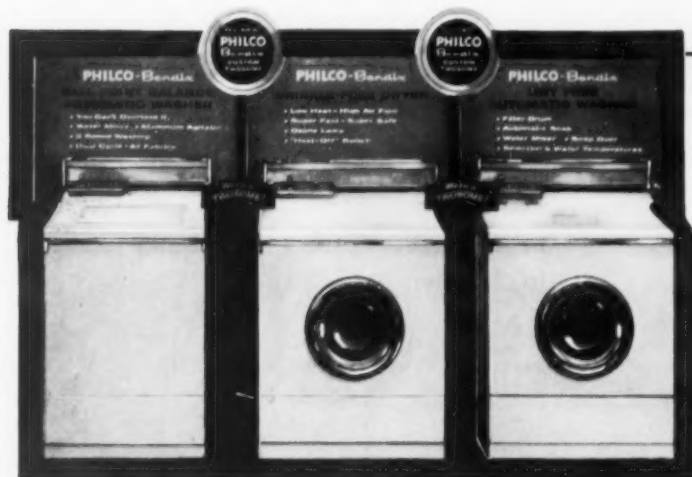
You've never seen anything like it—and neither have your customers. The exclusive "Triple-Duty" Filter-Dispenser guarantees a cleaner, softer, lint-free wash every time. It does *three* important jobs — all automatically.

- 1** **AUTOMATICALLY** dispenses detergents, soaps, water softener. Mixes washing ingredients thoroughly. Prevents soap-streaks and lumps. Also aids clothes "turnover" in active, sudsy water. Assures a cleaner, whiter wash.
- 2** **AUTOMATICALLY** dispenses rinse solutions and fabric conditioners during rinse cycle. Gives fabrics a softer, "like-new" finish every time.
- 3** **AUTOMATICALLY** filters every drop of wash water three times. Giant lint screen never clogs. Gathers all lint into one small puff ball for one-second cleaning.

And remember: the '58 Philco-Bendix is the only automatic "you can't overload." Exclusive "Ball-Point Balance" lets customers wash a heavy 5 x 7 shag rug as easily as a lightweight sheet. Completes every load, every time. No cutoffs. No half-washed clothes.



MODEL W-288



MODEL W-288

MODEL D-688

MODEL W-487

▲ Ball Point "Twosome" in 3 step-up pairs ▲  
Custom, Deluxe and Special models!

▲ Gyromatic "Twosome" ▲  
in handsome Custom pair!

### Exclusive PHILCO-BENDIX "TWOsome" DEMONSTRATION CENTER

Lets you sell TWO matched pairs  
... with only THREE units!

One Philco-Bendix Wrinkle-Free Dryer matches both "Lint-Free" Automatic and "Lint-Free" Gyromatic Washers. Whether your customers prefer a top-loading or front-loading washer, you'll make every matched pair sale with Philco-Bendix "Twosomes."

Philco-Bendix Home Laundry Appliances are brought to you by Philco Corporation

# PHILCO-BENDIX® for '58

Call your  
PHILCO®  
distributor  
today!

# TRENDS REGION BY REGION

Overall summer business, as reported by Cincinnati Gas & Electric Co. on the basis of interviews with some 50 dealers for this publication, fell below 1956, but July of this year was somewhat ahead of June.

Specifically, 54.1 percent of the interviewed dealers said this July was ahead of June, 27 percent said it was behind and 18 percent said both months were equal. Almost 67 percent, however, said July of this year was under 1956 and only 24 percent found it better while eight percent said both months were the same.

The first quarter of 1957 was below the same period in 1956 by about 20 percent, according to 62 percent of the dealers; it was ahead 13 percent in dollar volume for a smaller group, 30 percent, and even for 8.1 percent.

Asked for their comments on inventories, 40.6 percent said 1957 inventories were smaller than in 1956, 21.6 percent said they were larger, and 37.8 percent said they were the same in both years. According to 67.6 percent of the respondents, there has been no upswing in cash payments over credit buying and, according to 97.3 percent, neither has there been any slowdown in payments on accounts.

## ... in the FAR WEST

By Howard J. Emerson



**Dealer predictions of last-quarter best (and worst) sellers vary by area, but nearly all have hopes for TV and laundry**

THE Astro-jet at Disneyland has nothing on the Far West appliance-TV business for ups and downs. For most dealers, the very favorable upswing in business during July was followed by retailing taking an economic pratfall during most of August. However, with the beginning of September, the appliance-TV business jumped ahead favorably.

Laundry equipment and TV led the resumption of business activity for most dealers as the post-labor day period started. There was no doubt, however, that end-of-line specials were the bait that was drawing in the prospects. The public's response to drastic cuts on prices of 1957 merchandise made many dealers wish their distributors were overloaded with '57 stock. At a lunch in San Jose, Calif., with a dealer and a TV factory rep, this conversation was recorded: said the dealer "I share your unbounded enthusiasm for your fabulous 1958 line which you have been so kind as to describe to me this noon in advance of the showing, but I asked before the martini, during the steak sandwich, and I repeat now—what dumps do you have on '57 sets? I want to make some money this month."

Laundry equipment will be the best seller during the balance of the year in the Portland, Ore., market, dealer Harold Kelley told ELECTRICAL MERCHANDISING. "Dryers will do well in the coming rainy season," he commented. Kelley sees dishwashers as one of the big items for the fall, and so does Clarence Miller, merchandising manager of home furnishings for Lipman Wolfe & Co. and the Robert Bros. stores in Portland, Salem and Corvallis.

The bright outlook for freezers is mentioned again by the appliance manager of a large San Diego department store: "Freezers should be best this fall, because of our freezer and food plan which has proved so successful over the past two years. Laundry equipment will be next, he says, with women continuing to trade in wringer types for automatics. Suburban dealer Gordon Dawson, with a somewhat different market in the Ocean Beach area, believes laundry equipment will be the leader this fall—mostly because of the number of people who are replacing their older automatic washers with new ones."

In Los Angeles, discount house operator Walt Holmes sees the usual good fall business in electric housewares popular as gifts, also expects an upswing in color-TV sales because of increased programming, and definitely better business in hi-fi—because, he points out, so many more manufacturers have entered the field that promotional efforts will keep the public's attention focused on hi-fi. Holmes does not expect much increase in sales of washers and refrigerators—"There's a general impression that merchandise being turned out today is inferior in quality to what it used to be . . . less heavy steel and more plastics . . . we've had more service problems than ever before . . . and, because of the money situation, people seem to be deciding they can make do with last year's stuff. "A major appliance-TV buyer for a large Los Angeles department store chain expects big business in hi-fi this fall, helped a lot, he anticipates, by a price dump of 10 to 15 dollars a unit.

In Salt Lake City, downtown dealer Bradley-Badger looks to hi-fi for increased sales during the last quarter, along with continued good volume in washer-dryer combinations. But, says Briant G. Badger, it is necessary to "probe the market" to find spots which can be exploited. He has scheduled selective advertising and small promotions to "test the market" then when he "gets a bite" he'll hit hard for all its worth. Volume in any one appliance is not necessarily the answer for the downtown merchant, Badger points out—the problem is having heavy advertising budgets and high rent. The store aims at 20 percent gross profit but doesn't get it on appliances. This is one reason Bradley-Badger, which started as an appliance-TV store, has diversified into floor coverings, furniture.

North into the mountains, in Boise, Idaho, freezers are going to do well this fall and winter, says Pat Powell of Sure Appliance. But laundry equipment will be the "backbone of the industry," he comments. "We will sell a lot of combination washer-dryers—they antique everything else." In the Inland Empire's capital, Spokane, Ralph T. Peters, appliance manager for the Bon Marche sees electric ranges and freezers

as items expected to sell well during the last quarter, with laundry equipment leading the way while refrigerators go into the normal seasonal slump.

In Vancouver, B. C., automatic washers hold the big potential this fall according to Ben Wosk, operator of several stores "We've never sold enough automatic washers in B.C., never caught up with the sales percentage," he says. But Wosk is not optimistic about the rest of the business. "The trend is to a bigger drop, we can see it shaping up each week, with refrigerators and ranges taking the biggest rap." His views are not shared by West Vancouver dealer Don Fleming who expects business there to be good at least until January, with sales ahead of 1956. Washers and dryers will be responsible for this business, he says, because refrigerator sales are bound to drop off there after the last four-five years of steady volume. Automatic driers will take a big surge in the last quarter, says J. Wares, white goods manager of the downtown Woodward department store.

Dishwashers will be faster selling items this fall in Seattle, "I expect our biggest percentage of increase in sales to be in dishwashers, both in the permanent type and the portables," says Tom Carmichael. "Many kitchens are being remodeled and an automatic dishwasher usually is included. Sales should be good in laundry equipment, too, but I can't see much activity in refrigerators . . . if we can't sell them during the warm months, it's a cinch we can't sell 'em in the fall." Downtown department store Frederick & Nelson's appliance manager Dave Piper says: "Our big promotion in October will be automatic washers and dryers. We'll hit this with everything we have, in newspapers, radio, TV and with a special mailer. We do this every year and it results in good sales." Automatic laundry equipment is the big fall item for downtown dealer, Poole's.

Believe it or not, but the Fairbanks, Alaska, dealers rate freezers as one of the big sellers for this fall business. Bill Furnish, appliance manager, Nerland's Store, told ELECTRICAL MERCHANDISING that "TV and freezers will sell best this fall. In the states it would probably be only TV—but we have a big hunting season to boost freezer sales. We'll push freezers through newspapers and radio—maybe a little on television." Another Fairbanks dealer, Armand Emond, appliance manager, Northern Commercial Co. says: "Freezers are a big item here in the fall. We expect automatic washers to drop off since they installed 1,000 of them at Ladd Air Force Base, but some of the slack is being absorbed by civilians living in areas of the city where they're just now getting water and sewers."

Climatically at the other end of the world from Fairbanks is tropical Hawaii, where one of Honolulu's largest dealers, Paul Anderson of Honolulu Elec. Prods. sees fall business in this order of sales: "1. electric ranges; 2. refrigerators; 3. washers; 4. disposers; 5. dishwashers; 6. driers." He comments: "The acceptance of electric cookery in Hawaii is extremely high . . ." because of strong competition between electric and gas utilities.

(Continued on page 23)



for a new world of convenience and beauty

# Hotpoint

presents its

## HOME LAUNDRY LINE

for 1958



LOOK FOR THAT **Hotpoint** DIFFERENCE!

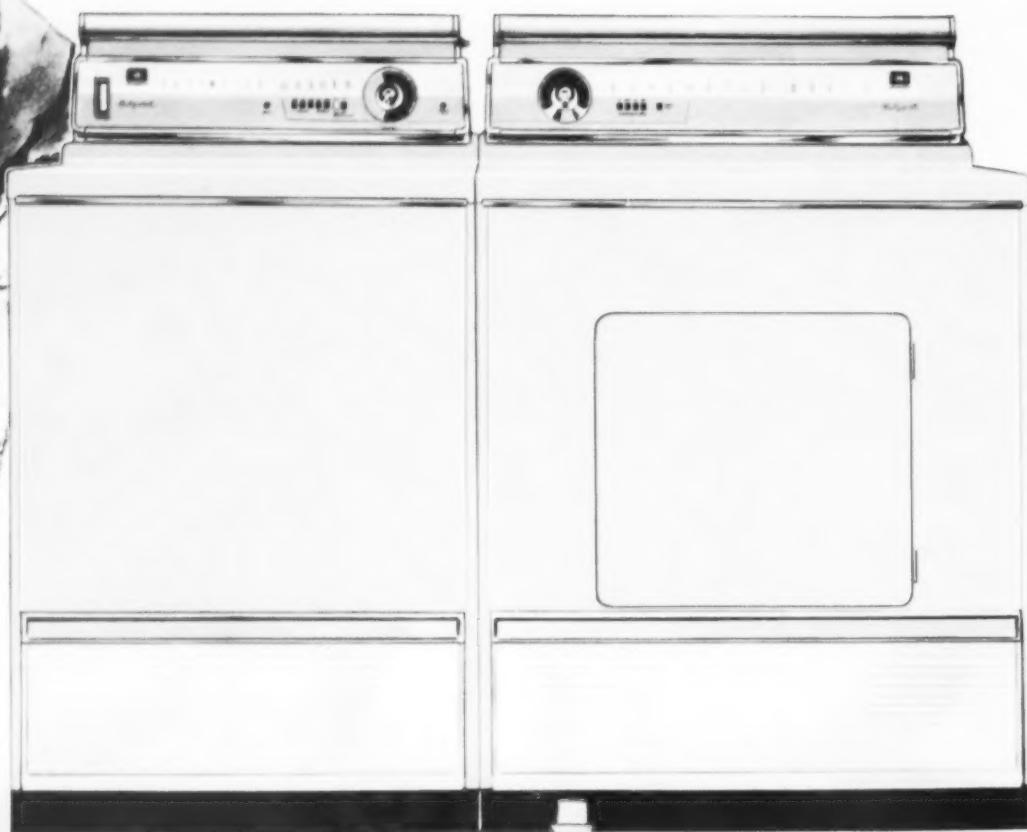
*(your customers do!)*





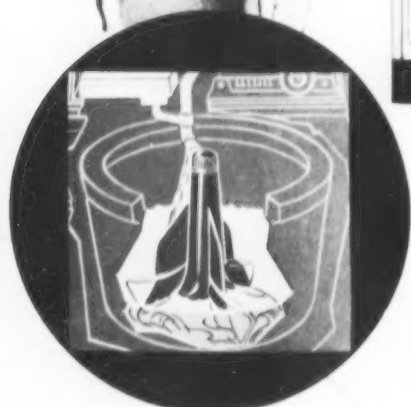
there's a new world of beauty in **Hotpoint**

Here is t



Super Deluxe WONDERINSE Washer  
MODEL LW45  
(without WONDERINSE Injection,  
MODEL LW45)

Super Deluxe Sealed Chamber Dryer  
MODEL LC45  
(Air Blower Dryer,  
MODEL LB45)



*New* **Wonderinse  
Automatic Rinse Injector**

... conditions clothes with fabric softener injected into the final rinse—  
*automatically!*

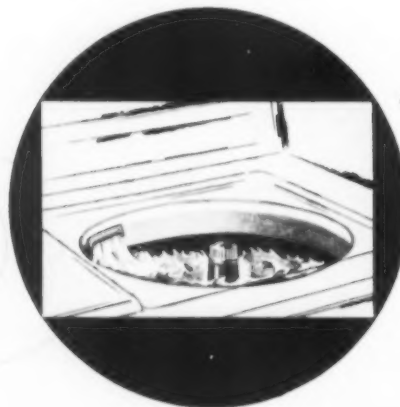
**Hotpoint offers *Clean-line styling*  
...plus cleaner, brighter,  
softer clothes...  
automatically!**

Deluxe Pushb  
Washer  
MODEL LW44  
(with SUDS-ST  
MODEL LW544



*Absolute* **Drying Flexibility**

... with Precision Electric Timer for drying time selection up to 90 minutes, and Color-Lighted Push-buttons for control of full range of four drying temperatures plus tumbling without heat.



*New* **Full-time Lint Filter**

... completely automatic built-in filter works full time during washing and rinsing. No bulky pans to remove or replace.



**LOOK**

Automat  
MODEL

Automat  
HOTP

# Hotpoint washers and dryers!

there's a

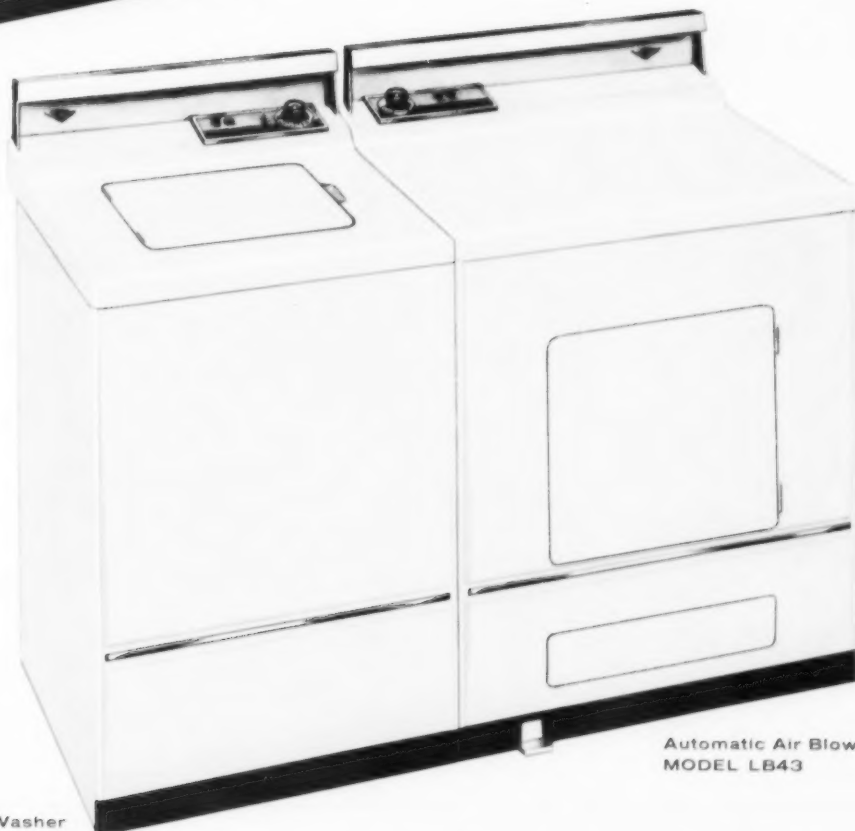
Here is true elegance of design! Simple, clean, dignified—yet with a touch of luxury that at once blends with and enhances any decor. Hotpoint CLEAN-LINE Styling represents the ultimate in functional, modern beauty—a fitting reflection of the advanced features and performance it embodies.



Deluxe Pushbutton Washer  
MODEL LW44  
(with SUDS-STOR,  
MODEL LWS44)

All models available in coral pink, sunburst yellow, meadow green and woodland brown Colortones, as well as classic white.

Deluxe Sealed Chamber Dryer  
MODEL LC44  
(Air Blower Dryer,  
MODEL LB44)

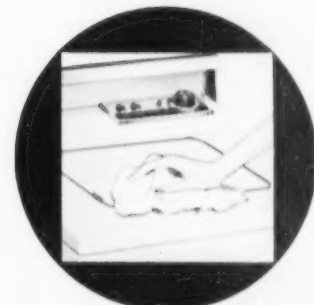


Automatic Pushbutton Washer  
MODEL LW43

Automatic Air Blower Dryer  
MODEL LB43



*Exclusive*  
**COAXIAL TRANS**  
... smooth trouble-free  
So efficient it carries a  
Written W



*Exclusive*  
**ALL-POOR INSIDE**  
... on all H  
Easy to clean and out-pro  
other finishe



*New*  
**TOE-TOE DOOR C**  
... on all H  
Leaves both maximum ca  
removing cle



*New*  
**AIR-FF DRYING**  
... special tablet, in  
mixes with  
Gives clot  
outdoor s



*Exclusive*  
**CALROD HEATING**  
... hermetica  
provide safe,  
constant heat  
drying temper

# LOOK FOR THAT Hotpoint DIFFERENCE

Automatic Washers • Clothes Dryers • Electric Ranges • Refrigerators • Food Freezers • Air Conditioners • Customline • Dishwashers • Disposals • Water Heaters • Television  
HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44

(yo

# a new world of beauty in Hotpoint washers and dryers



Washer  
ion,

Super Deluxe Sealed Chamber Dryer  
MODEL LC45  
(Air Blower Dryer,  
MODEL LB45)

fers *clean-line styling*  
plus cleaner, brighter,  
softer clothes...  
automatically!

## Flexibility

Electric Timer for drying time  
rates, and Color-Lighted Push-  
button range of four drying temper-  
atures without heat.



## New Full-time Lint Filter

... completely automatic  
built-in filter works full time  
during washing and rinsing.  
No bulky pans to remove or  
replace.

Here is true elegance of design! Simple, clean, dignified—yet with a touch of  
luxury that at once blends with and enhances any decor. Hotpoint CL  
Styling represents the ultimate in functional, modern beauty—  
reflection of the advanced features and performance it e



Deluxe Pushbutton  
Washer  
MODEL LW44  
(with SUDS-STOR,  
MODEL LWS44)

All models  
available  
coral pink  
yellow, m  
and wood  
Colortone  
as classic

Deluxe Sealed  
Chamber Dryer  
MODEL LC45  
(Air Blower Dryer  
MODEL LB45)



Automatic Pushbutton Washer  
MODEL LW43

Automatic Air Blower Dryer  
MODEL LB43



# LOOK FOR THAT Hotpoint

Automatic Washers • Clothes Dryers • Electric Ranges • Refrigerators • Food Freezers • Air Conditioners • Customline • Dishwashers • Disposals • Water  
HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44



dryers!

there's a new world of convenience with

Hotpoint

ADVANCED FEATURES!

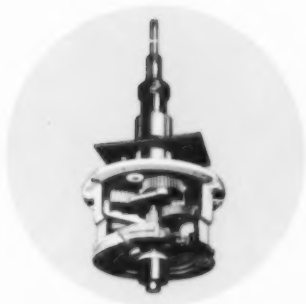
uch of  
Hotpoint CLEAN-LINE  
modern beauty—a fitting  
performance it embodies.

All models  
available in  
coral pink, sunburst  
yellow, meadow green  
and woodland brown  
Colortones, as well  
as classic white.

Deluxe Sealed  
Chamber Dryer  
MODEL LC44  
(Air Blower Dryer,  
MODEL LB44)



Automatic Air Blower Dryer  
MODEL LB43



*Exclusive*  
**COAXIAL  
TRANSMISSION**

... smoother, quieter,  
trouble-free performance.  
So efficient, so fool-proof,  
it carries a full 5-year  
Written Warranty!



*Exclusive*  
**ALL-PORCELAIN,  
INSIDE AND OUT**

... on all Hotpoint Washers.  
Easy to clean, out-lasts  
and out-protects all  
other finishes.



*New*  
**TOE-TOUCH  
DOOR OPENER**

... on all Hotpoint Dryers.  
Leaves both hands free for  
maximum ease in loading or  
removing clothes.



*New*  
**AIR-FRESHENER  
DRYING**

... specially-formulated  
tablet, in convenient holder,  
mixes with air inside dryer.  
Gives clothes a pine-scented  
outdoor smell.



*Exclusive*  
**CALROD®  
HEATING UNITS**

... hermetically sealed,  
provide safe, dependable,  
constant heat at any of the  
drying temperatures.

**FEATURE GUIDE Hotpoint automatic washers**

	LW43	LW44	LWS44	LW45	LWW45
All Porcelain Inside and Out	X	X	X	X	X
Coaxial Transmission with Five-Year Warranty	X	X	X	X	X
Lid Shut-Off Switch	X	X	X	X	X
Circuit Breaker with Reset Button	X	X	X	X	X
Operating Instructions Fused In Porcelain Inside Lid	X	X	X	X	X
Pushbutton Wash Temperature Selection	X	X	X	X	X
Jet-Spray Rinse	X	X	X	X	X
Deep Overflow Rinse	X	X	X	X	X
Automatic Sediment Swirl-Out	X	X	X	X	X
Partial Load Control	X	X	X	X	X
Plastic Covered Clothes Guard	X	X	X	X	X
Two-Cycle Wond-R-Dial	X	X	X	X	X
Stylized Back Panel	X				
Pre-Selected Wash Time		X	X	X	X
Pressure Fill		X	X	X	X
Built-In Full-Time Lint Filter		X	X	X	X
Filtered Overflow Rinse		X	X	X	X
Pushbutton Wash and Rinse Temperatures		X	X	X	X
Lighted Back Panel		X	X	X	X
Color-Styled Red Agitator		X	X	X	X
Suds-Stor Automatic Water Saver			X		
Rubber Finned Agitator				X	X
Deluxe Control Housing and Trim				X	X
Fluorescent Lamp				X	X
Color-Lighted Pushbutton Controls				X	X
Choice of Cold Water Washing				X	X
Automatic Wonderinse Injection					X

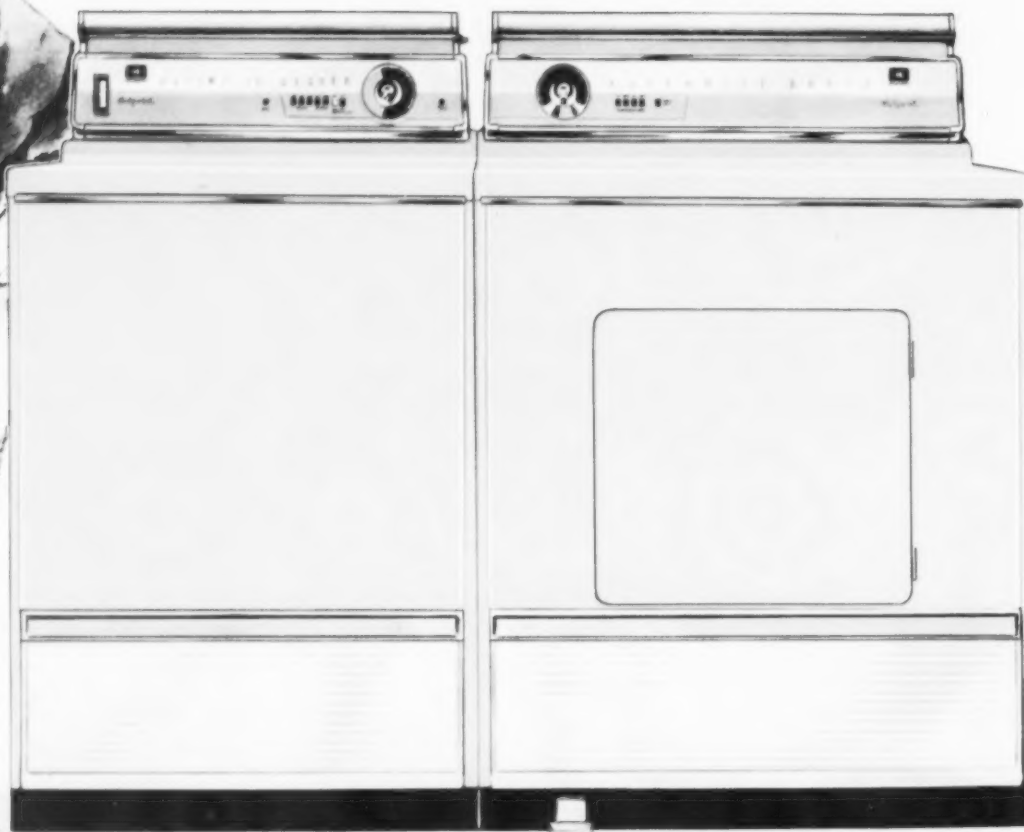
**FEATURE GUIDE Hotpoint automatic dryers**

	LB43	LB44	LC44	LB45	LC45
Precision Electric Timer	X	X	X	X	X
Pushbutton Temperature Controls	X	X	X	X	X
Sealed Calrod Heating Units	X	X	X	X	X
Toe-Touch Door Opener	X	X	X	X	X
Porcelain Top	X	X	X	X	X
Porcelain Chassis	X	X	X	X	X
Porcelain Drum and Fluf-Fins	X	X	X	X	X
Easy Access Lint Drawer	X	X	NOT NEEDED	X	NOT NEEDED
All-Around Fiber Glass Insulation	X	X	X	X	X
Operating Instruction Fused In Porcelain Inside Door	X	X	X	X	X
Safety Cut-Off Switch	X	X	X	X	X
Built-In Motor Protection	X	X	X	X	X
Stylized Back Panel	X				
Four Drying Heats Plus Tumble Only		X	X	X	X
Vent-Free Sealed Chamber Drying			X		X
Lighted Back Panel		X	X	X	X
Color-Lighted Pushbutton Controls				X	X
Deluxe Control Housing and Trim				X	X
Fluorescent Lamp				X	X
Air Freshener				X	X

Hotpoint DIFFERENCE!

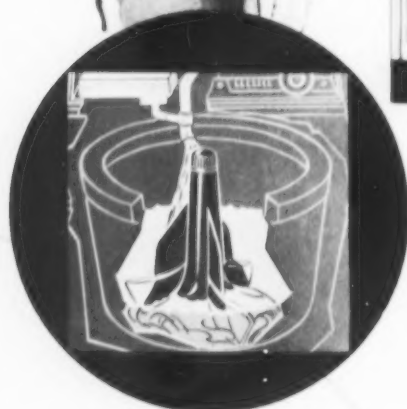
(your customers do!)

there's a new world of beauty



Super Deluxe WONDERINSE Washer  
MODEL LWW45  
(without WONDERINSE Injection,  
MODEL LW45)

Super Deluxe Sealed Chamber Dryer  
MODEL LC45  
(Air Blower Dryer,  
MODEL LB45)



*New* **Wonderinse  
Automatic Rinse Injector**

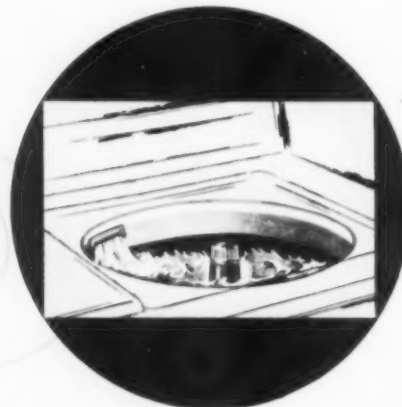
... conditions clothes with fabric softener injected into the final rinse—  
*automatically!*

**Hotpoint offers** *clean-line styling*  
**...plus cleaner, brighter,  
softer clothes...  
automatically!**



*Absolute* **Drying Flexibility**

... with Precision Electric Timer for drying time selection up to 90 minutes, and Color-Lighted Push-buttons for control of full range of four drying temperatures plus tumbling without heat.



*New* **Full-time Lint Filter**

... completely automatic built-in filter works full time during washing and rinsing. No bulky pans to remove or replace.



beauty



Chamber Dryer

ing  
ghter,  
nes...  
cally!

e Lint Filter

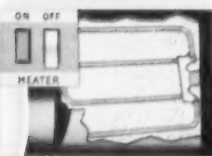
automatic  
ks full time  
and rinsing.  
s to remove or



Hotpoint Combination  
Washer-Dryer  
MODEL LY1

# Hotpoint COMBO washer-dryer

a new world of **HOME LAUNDRY ADVANCEMENTS**  
and **FLEXIBILITY** in one space-saving combination!



**Two Separate Washing Cycles**—Normal Cycle for regular loads; Delicate Cycle for synthetics.

**Color-Lighted Pushbutton Controls**—Fingertip convenience in selecting wash and rinse temperatures and drying heats.

**Pre-Selection of Wash Times**—Set desired wash time before cycle begins. No waiting.

**Pre-Selection of Drying Heats**—Choose one of four pushbutton temperatures including Tumble Only.

**Six Porcelain Flut-Fins**—Greater number of fins provides up to 15% more efficiency during entire cycle.

**Porcelain Drum and Chassis**—Mirror-smooth surface pampers clothes, lasts for years.

**Porcelain Top**—Entire work surface finished in durable, stain-resistant porcelain.

**Master Control Switch**—Starts and stops entire operation at the touch of a button.

**See-Thru Port**—Window in door permits observation of any part of cycle.

**Wonder Heater**—Turn on this booster heater if water supply is not hot enough.

**Vent-Free Drying**—Exclusive Cold Wall Condenser drying eliminates venting.

**360 RPM Spin**—Drum rotates at 360 RPM for efficient spin drying.

**Safety Door Switch**—Operation stops when door is opened during any part of cycle.

**Built-in Motor Protection**—Protects motor against overloading.

**Sealed Calrod® Heating Units**—Completely sealed units provide controlled drying heat.



and it's all backed by

# A GIANT \$1,000,000 NATIONAL TIE-IN PROMOTION

...including a \$100,000 contest  
that delivers the prospects to your store!

During the peak sales months of October and November, Hotpoint—the leader in the Home Laundry field—and Sta-Puf®—the product that does over 90% of all rinse additive business—are combining our advertising and merchandising efforts in one tremendous saturation campaign.

We're going to blanket the country with radio and TV commercials on top network shows, and with big, hard-sell full color spreads in leading magazines and Sunday supplements. *Your* prospects will see and hear and read all about the amazing washing results they get with the combination of the Hotpoint Wonderinse Washer and Sta-Puf Rinse additive!

And that's not all—we're also telling them about our fascinating \$100,000 Contest that *we* pay them to enter! The inducement? One hundred thousand dollars worth of 1958 Hotpoint Clean-Line Washers—and they have to go to *your* store to enter! Here's how it works...



Prospect buys bottle of Sta-Puf at her favorite grocery store. The only entry blank in this contest is on the label, which also contains a strong selling message on Hotpoint Home Laundry... and 3,000,000 bottles will be sold during this contest!

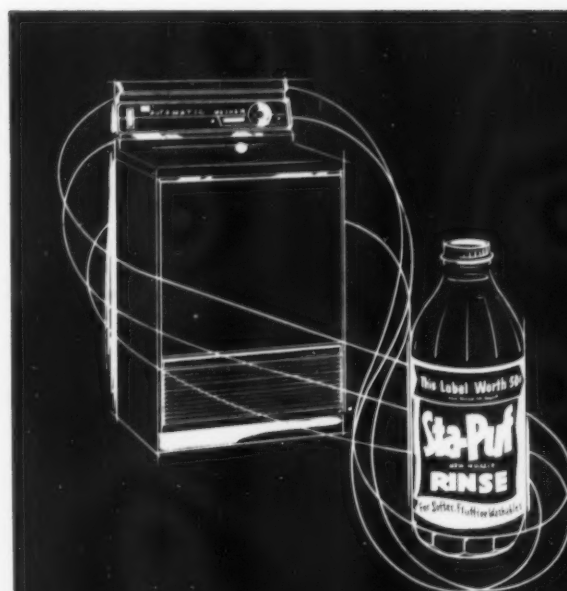


She completes a simple jingle and fills out the entry blank. Then, to enter the contest and receive her 50¢ (which covers the cost of the bottle of Sta-Puf)...



...she must go to your store to submit the entry! You give her all the interesting facts on the '58 Hotpoint line, and a shiny half-dollar from Hotpoint.

She's happy because she has a chance to win a gorgeous Hotpoint Washer (or matching Dryer if she buys the Washer during the contest) and she's a half-a-buck ahead. You're happy because you have increased store traffic, have the name and address of a good, hot prospect for follow-up... and you get your 50¢ back from Hotpoint.



## Your Hotpoint Distributor Will Help You Tie-In With...

**In-Store "Contest Headquarters"  
Display**

**Window and Wall Banners**

**Point-Of-Purchase Materials**

**Advertising and Publicity**

**Complete Contest Package**

**Local Newspaper Campaign**

**Super-Market Tie-Ins**

Get all the facts on this sure-fire promotion from  
your Hotpoint Distributor... right now!

SELL WITH THAT **Hotpoint** DIFFERENCE!

# TRENDS REGION BY REGION

... in  
CANADA

By M. L. Schwartz

## Spotty pickup continues . . . Tax ruling on installment sales hits dealers . . . Replacement business helps TV

**F**OLLOWING a spurt in business in many areas during July and much of August, dealers found early September sales of major goods slowing down but smaller electrical goods picking up.

Customers showed more interest in desk lamps, electric irons, space heaters, etc., but the back-from-vacation mood was not much help to washers, ranges and other major appliances.

"Our prices are competitive and our promotions of white goods based on smaller profit margins this year," said the head merchandising man of a big store in Ottawa. "But our volume is down from last year for August, even for refrigerators and automatic washers."

"Aside from some good results from a warehouse sale, business started to slump in mid-August," said a dealer in Montreal. The top buyer of a large chain in eastern Ontario reported that he could not explain why "some of our stores did quite well on the big stuff but others were awful on exact same promotions." He, too, said business was definitely picking up for the smaller goods, particularly in the latter part of August.

Dealers in various cities reported sharp differentials in sales dollar-wise for August, ranging from gains of 5%-10% over last year to losses of 7% or more, the latter mainly in eastern Canada; prices were generally rising for new lines moving into stores; dealers were getting more business from newcomers to Canada.

A ruling by the Income Tax Appeal Board in Ottawa on installment sales of household appliances hits dealers across Canada. A dealer had a sales plan through which he sold the goods and received a 10% down payment from the customer, with the balance payable under the usual conditional sales contract in monthly installments over a period of more than two years. The contract was almost immediately given to a finance company which advanced to the dealer 90% of the face value of the contract. In addition, the con-

ditions in the contract put the dealer under a contingent liability to the finance company if the customer failed to carry out his proper payments as provided for in the contract.

The dealer, in turn, established a reserve in respect to the profit content of the moneys owing under the contract so that the Income Tax Board had to decide whether such a reserve under a conditional sales contract could properly be established in determining the income of the dealer for the taxation year.

Even though it is the common practice in the trade, the Board ruled that a reserve is improper and illegal under the Income Tax Act, upholding the legal viewpoint that the moneys received by the dealers or taxpayer from the finance company were not a loan in any way but rather constituted cash receipts for the appliance sold by the dealer. Such moneys, too, the Board declared in its ruling, were not receivable after the end of the taxation year and were as a result taxable income to the dealer when received.

This means that henceforth electrical appliance dealers will have to (1) consider all receipts from finance companies in return for conditional sale contracts as full legal payment for the appliance and (2) be prepared to pay full income tax on the full purchase price of the appliance in that particular taxation year.

It is no secret that countless dealers do not realize it, but this is now the law. Authorities in Ottawa intend to enforce it.

This fall may find many more Canadians in the market to trade in or replace their old TV sets. Dealers in various cities already report an increase in this kind of customer shopping.

"It looks like we've reached the beginning of something big in regard to trading in the old TV," said one dealer in Toronto. He practically whispered that he thinks manufacturers may be caught in short supply because they are

(Continued on page 26)

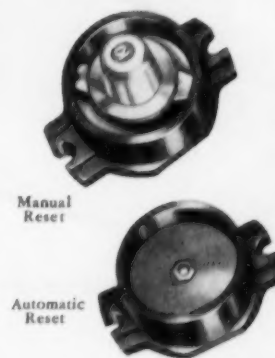


## Only minor repairs necessary on Klixon Protected Motors ... says refrigeration service shop

**BUFFALO, NEW YORK:** The Electric Refrigeration Motor Service has been servicing refrigerators and refrigeration equipment for over 21 years and, based on this experience, Earl G. Benz, Manager and Partner, has this to say about KLIXON motor protectors:

*"On appliances with Klixon Motor Protectors we have found very few burned out motors, saving breakdown time for the user. Usually, only minor repairs were necessary on these appliances, thereby saving the customer added expense."*

Klixon Protectors reduce service calls and repairs by preventing motor burnouts.



The KLIXON Protector is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

Write for the new free informative Booklet, "THE STORY OF THE SPENCER DISC."

**METALS & CONTROLS CORPORATION**

Spencer Thermostat Division 2510 Forest Street, Attleboro, Mass.

**KLIXON**

**YOUR OWN**

# Christmas

**READY  
NOW!**

*Gifts  
of lasting joy  
and beauty...  
for Good Giving  
and Good Living*

**electrical  
Gifts**

**DEALER  
IMPRINT  
HERE**

MAILING AREA

**APPLIANCE  
STORE**

Call your Graybar salesman for this electrical gift story... **NOW!**

**UNIVERSAL**

**TOASTMASTER**

**HAMILTON BEACH**

**Electrical Gifts via GRAYBAR CARRY WORLD FAMOUS NAMES**

**GE Telechron**

**FARBERWARE**

**Sunbeam**

**WARING**



# Gift Tabloid

Order your supply of the new  
**GRAYBAR Electrical Gift Book... NOW**



One glance at this new electrical gifts guide for your customers will put you in your best Christmas selling and display mood. These are gifts made by nationally famous companies. All are advertised widely in magazines and newspapers that *your own* customers read! They appear on television and are described on radio! And they are available from Graybar. Now you can focus all this gift-buying interest right on *your own* store.

Don't delay! Order your supply of these low-cost prepaid 12-page Gift Tabloids, illustrating and describing dozens of new gifts, bringing news of this year's new traffic builders. We'll send them to you, prepaid, with *your own* imprint on the front cover.

**Your Graybar salesman has all the facts on this 1957 Christmas electrical gift promotion. Call him now and learn the details.**

**And here's your key to  
thriving Gift Business straight through 1958  
via GRAYBAR**

The better your Christmas gift business is, the more prospective customers you make for year-around electrical gift business. Weddings, showers, graduations, birthdays, Mother's Day, Father's Day... every occasion that calls for a gift calls for *an electrical gift*.

Use the Graybar 1958 Housewares Cata-

log as your textbook for electrical gift promotion straight through the coming year.

Included are irons, toasters, frypans and clocks—the best of the most-wanted volume builders. And there are power tools for do-it-yourselfers, plus a myriad of the glamorous items such as the modern precision temperature cooking units which carry new

fascination for homemakers. Dozens of new electrical luxuries and necessities appeal to everyone, whether buying for themselves, or for others.

755-67

**Have your Graybar salesman help you step up your  
year-around housewares business with the  
most widely advertised—best known—most wanted  
electrical gifts—via GRAYBAR**



**Your Customers WANT the popular appliances...**

GRAYBAR ELECTRIC CO., INC.

Executive Offices:

Graybar Building, 420 Lexington Ave., New York 17, N. Y.

recommended by  
**Graybar**

IN OVER 130  
PRINCIPAL CITIES

**This ad**—another in a year-round promotion in national magazines—reminds consumers to look for the Yellow Pages emblem in advertising. As people rely more and more on the Yellow Pages for local shopping information, your advertising and trade-mark listings in this buying guide become increasingly profitable.

→ This emblem

Find Your  
Nearest Dealer  
In The  
Yellow Pages

in  
advertising

guides you to the  
Yellow Pages

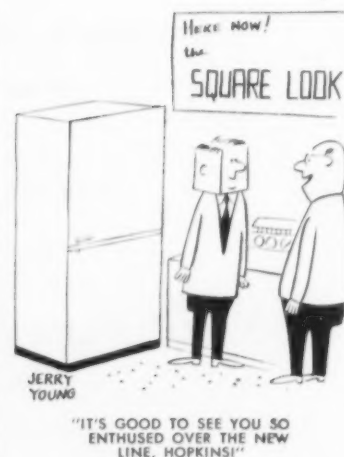
where advertisers list their  
local dealers for your  
shopping ease!

## TRENDS (continued)

counting on a low sales level. Another informant, while not critical of manufacturers, said that based on his experience as head salesman of a large department store's TV section in Montreal, there is no doubt that there will be an increased number of Canadians looking for an extra TV this fall and winter. "Why," he argued, "more than half of those looking over TV's in our store in the last month or so were already owners of TV sets and last season we took special note that a goodly number of our TV buyers had bought sets in our special sales because they were afraid that the old set would go on the blink any day."

Meanwhile, distributors' sales of TV sets to dealers (which reached a peak in 1955), dropped over 21% in the first-half or so of this year compared with last year and were far below 1955. It is also learned in informed sources that production of sets was down in the first-half of this year. Moreover, the fact would seem to suggest that Canadian manufacturers expect a further drop in sales to dealers in the coming months.

If the extra set or replacement trend develops, somebody is going to be wrong. Even dealers think so, though most of them are afraid to say it aloud. In addition, official sources say that 65% of all Canadian families now own TV sets and in some densely populated areas this is as high as 80%. There are now some 39 TV stations in operation and TV is available to over three-quarters of the population. General prosperity, a large proportion of old sets in use, and an unusual increase in population through nature and immigration all combine to suggest the beginning of a large-scale replacement trend for TV is here. And many dealers know it, even if the manufacturers don't. *End*



# BELL HAS IT!

## The first professional-type tape recorder...in all 3 models

- \* Monaural Record-Playback
- \* Inline Stereophonic Playback
- \* Offset Stereophonic Playback



### THE BELL TAPE "Play-Mate"

First home recorder with professional features...  
at a popular price

- \* Three Heavy-Duty 4-Pole Motors
- \* Electro-Dynamic Positive Braking
- \* Selective Stereophonic Playback
- \* Piano-Key Touch Control Keyboard

Here comes Bell, "stepping out" with a new sales plan for the *only complete line* of Home Recorders and Stereophonic Accessories!

Presenting the all-new Bell Tape "Play-Mate", the *one* tape recorder for *every* sale. Now opening up big sales opportunities for Bell distributors.

For Bell dealers, it means immediate delivery of the first — and only — tape recorder made in models for both *offset and inline* stereophonic playback. It's the "Play-Mate" for Bell's Stereophonic Accessories.

Who could ask for anything more. Bell has everything. Better order today from your Bell distributor. Call or write... and we'll get the two of you together.

*Applications for new distributorships now being accepted. All replies strictly confidential.*

**Bell helps you sell...when you sell Bell**

National advertising for the new Bell Tape "Play-Mate" reaches your top prospects for Stereophonic Sound. All inquiries referred to dealers. Hurry... and get a "demonstrator" in your store today.



### Match it...or "Mate-it" with Bell Stereophonic Accessories

This one all-new Bell Tape Recorder makes money 3 ways

#### It's a Stereophonic Tape Recorder

Bell, makers of high fidelity components exclusively, brings you this all-new tape recorder made to match any hi-fi system, radio or TV for real Stereophonic Sound.



#### It's a Bell Stereophonic Console

Bell Stereophonic Tape Recorder with matching cabinet, containing 5 watt amplifier and remote speaker... a perfect combination for Stereophonic Sound.



#### It's a Porta-Pair Stereo System

Bell Stereophonic Tape Recorder with extension speaker and 5 watt amplifier in portable matching case... a complete Stereophonic Sound Package.



**Bell**

Sound Systems, Inc.

555 Marion Road  
Columbus, Ohio  
**A Thompson  
Product**



# Only Symphonic

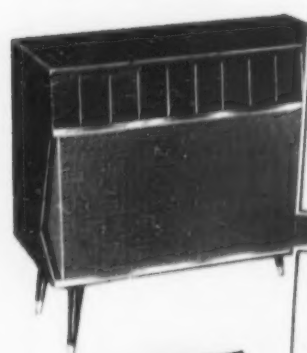
## Has All 4



- NATIONAL ADVERTISING
- GOOD HOUSEKEEPING SEAL
- DOUBLE WARRANTY
- MUSIC IN COLOR STYLING



**AMERICA'S HOTTEST, MOST COMPLETE PHONOGRAPH AND TAPE RECORDER LINE**



### 3 SPEED, 4 SPEED AND 45 rpm PORTABLES

The most complete line of manuals, automatics and radio-phone combinations! Value leaders plus step-up models in every price range.

Retail List From

**19<sup>95</sup>**

### HIGH FIDELITY PORTABLES AND TABLE MODELS

This group features the hottest promotionally priced 4-speed portable... plus models in every fast-selling price range.

Retail List From

**44<sup>95</sup>**

### HIGH FIDELITY CONSOLES

Four distinctive models that offer better performance, smarter styling, greater value in every fast-selling price range.

Retail List From

**139<sup>95</sup>**

### HIGH FIDELITY "Electra Tape" TAPE RECORDERS

An outstanding group of 5 models plus a thrilling 2-unit Matched Stereophonic Ensemble.

Retail List From

**149<sup>95</sup>**

#### EXTRA SALES-BUILDING DEALER AIDS

- Full Color Catalog • Powerful Ad Mats • Satin Wall Banners
- Phonograph Line Folders • Streamers • Tape Line Folders
- Line Folder Holders • Set-Top Plaques • Tent Cards • Fact Tags



**Write to Symphonic for Name of Nearest Distributor!**

(Dept. EM)

## ECONOMIC CURRENTS

### Cost-of-Living: How Much Higher?

By the McGraw-Hill Dept. of Economics

**B**USINESSMEN, housewives, politicians and economists are spending a lot of time these days talking about one subject—rising prices. Thus, the question is—how bad is it and is it likely to continue?

Each month since the middle of last year the consumer price index (better known as the cost of living index) has gone up. It has been heralded by headlines—"Cost of living rises to new record high."

In 1950 the cost of living index (1947-49 = 100) was 102.8. But with the outbreak of the Korean War and the subsequent scarcity of consumer goods the index climbed to 111.0 in the next year. In 1952 the index only rose to 113.5 mostly because the government had put in price controls.

With the end of the war business began producing a vast amount of consumer goods to absorb the pent-up demand of consumers. With many items in good supply in a short time consumers bought at a brisk rate but there was not much vying among themselves to boost prices.

Thus for a period of 4 years prices remained relatively stable. The index stayed at 114.5 until 1956. This does not mean, however, that all prices to consumer remained unchanged.

**WHAT THE INDEX IS.** A brief explanation of the index might be helpful in indicating what was really happening. Actually, the cost of living index, as with most indexes, represents a percentage figure—and this percentage is always in relation to a specific base period. In the case of the cost of living index it is based on average prices of a list of representative goods and services for the base period between 1947 and 1949. These average prices are equal to 100. Any change in prices is expressed in relation to 100.

The index is compiled by the Department of Labor which collects all the figures. And it is based on what it costs an average urban family of 4 to buy goods and services to its well being. Thus it includes such things as food, housing, appliances, clothing, transportation, medical and personal cars, reading and recreation and other services.

The prices of all these items are collected, put in an electronic calculator and averaged together. Certain items are given more weight than others because a family spends a greater percentage of its income for one item compared to another. Food, for example, accounts for roughly 30% of the total index, while household equipment and appliances account for about 2.5% of the index.

The result is a cost of living index—showing the change in prices in relation to 1947-49. But what must be remembered is that it is an average and averages sometimes obscure what is happening.

**FOOD GOES UP.** During the 4 year period when the index remained steady, housing continued to climb—and this was in spite of a continuation of rent controls in most areas. But also during this time food prices were going down. Food prices dropped off in 1952 and continued to decline right through 1955. But this year, food prices have gone up.

This is one reason the index has been rising recently. Food prices, because of the drought, have begun to rise. And, although this means that farmers are getting more for their goods, it also means that the consumer has to pay higher prices.

**EFFECT OF WAGES.** But there are other reasons for the cost of living index going up. Manufacturing costs have followed suit. Some wage earners automatically get a wage

(Continued on page 32)

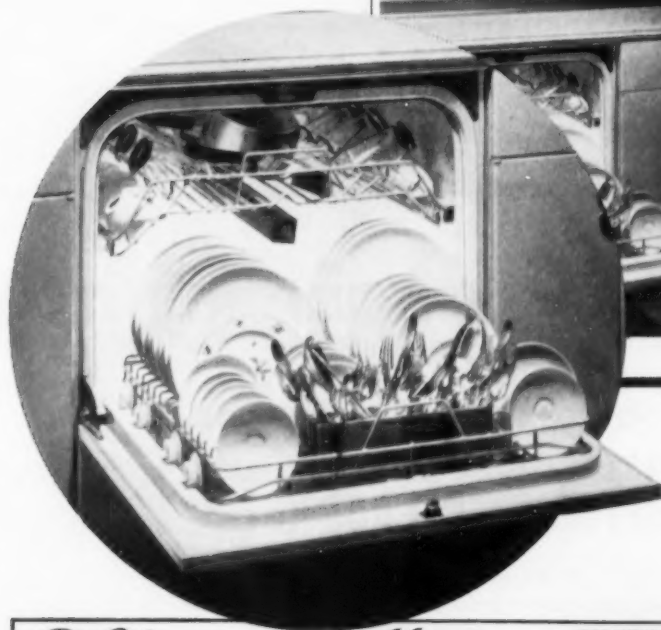
THE BIG NEWS COMES FROM YOUNGSTOWN KITCHENS

# NEW IDEA ADVERTISING

on  
Youngstown Kitchens  
big 30"  
Jet-Tower  
Dishwasher  
works for you



**CLEAN UP TIME? LESS THAN 10 MINUTES WITH  
YOUNGSTOWN KITCHENS BIG 30" DISHWASHER**



No more after-dinner blues! Just scoop up those dishes, put 'em all in the Big 30" Jet-Tower Dishwasher—and let it do the work. No pre-rinsing, no sinkful of suds, no wiping! And it holds 14 place-settings!

But Big 30" is more than a time-saver, dish saver, work-saver; it reduces the hazards of germs and bacteria, as no other method can!

Saves even more time, work and worry when teamed with the efficient Youngstown Kitchens Food Waste Disposer, too.

P.S. Your Youngstown Kitchens dealer has a wonderful idea for Christmas-giving...it's a gift-wrapped miniature of the Big 30" to tie on your tree. The real thing can be delivered the following day! Talk to him about it today.

**NOW! NO DOWN PAYMENT...36 MONTHS TO PAY\***

\*Now a 6.6% easy payment plan on Youngstown Kitchens units can include installation. See your dealer.

**BIG 30" JET-TOWER,**  
available in under-counter  
or work level height, in four  
kitchen colors. So easy to  
load, so careful of fine china,  
cherishes your most delicate  
dinnerware. At your dealer's  
now \$299.95\*

For full details, write your  
name and address here and  
send to Youngstown Kitchens,  
Dept. BH 7, Warren, O.

**Youngstown Kitchens**

DIVISION OF **AMERICAN-Standard**



NAME ☐ ADDRESS ☐ CITY ☐ STATE ☐

**Youngstown Kitchens**

DIVISION OF **AMERICAN-Standard**  
SALEM, OHIO



This FULL COLOR Advertisement in Better Homes and Gardens (November) spearheads a new national campaign. BACKED BY A BIG FREE PROMOTION PACKAGE, this advertising SELLS, SELLS, SELLS, the Big 30" Jet-Tower Dishwasher that cleans up to 200 dishes in every load with no pre-rinsing.

TIE IN...Don't miss this opportunity to make sales when holiday entertaining puts more customers in the mood for this work-saving kitchen appliance.

Check your Distributor or write to Youngstown Kitchens, Dealer Dept. EM-10, Salem, Ohio for information on new easy payment plan. It lets you offer any Youngstown Kitchens unit for *No Money Down, 36 months to pay!* Also available in Canada.

**NOW! FULL FABRIC  
FLEXIBILITY!**

# AUTOMATIC

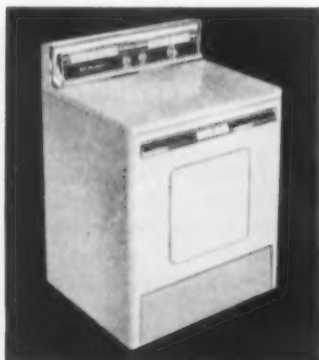
automatically selects correct wash and  
3 washing cycles, REGULAR,



**THE STRONGEST SALES STORY IS YOURS WITH THE NEW**



RCA WHIRLPOOL Home Appliances  
Products of  
**WHIRLPOOL CORPORATION**  
St. Joseph, Michigan



## LOOK . . . THE RCA WHIRLPOOL DRYER, TOO, HAS AUTOMATIC FABRIC CONTROL

with "moisture control" drying and 3 cycles . . .  
one for wrinkle-free drying of Wash 'n Wear fabrics!

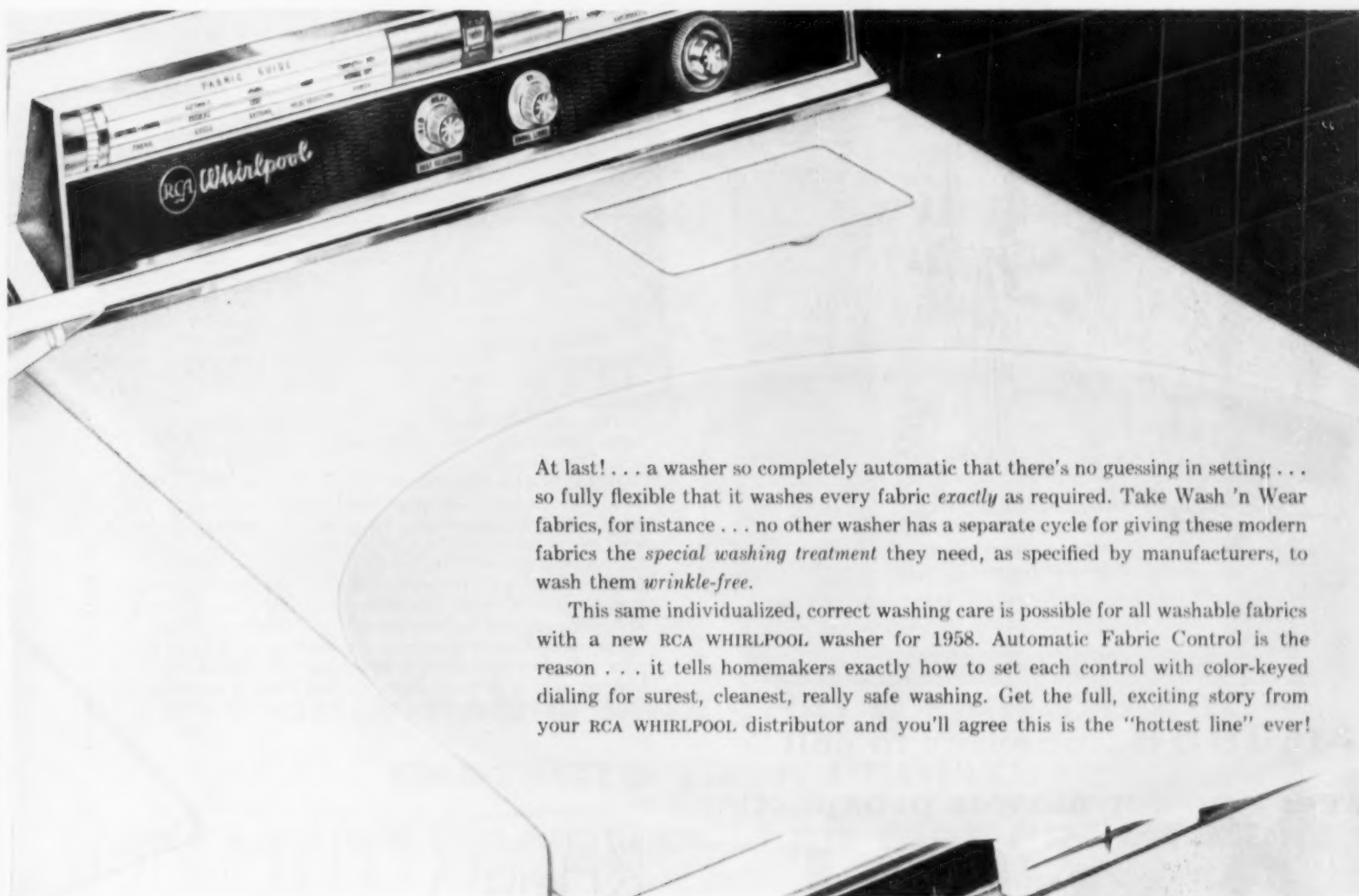
With *one* setting clothes are dried exactly as required . . . perfectly, quickly, safely! Automatically an RCA WHIRLPOOL determines and regulates drying time by the moisture content of the load . . . automatically it determines and maintains drying heat . . . then shuts off "when dry enough." No other dryer gives you such a big selling advantage!

*Join Up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!*



# FABRIC CONTROL

rinse temperature, speed and time for any basic fabric . . .  
**DELICATE** and **WASH 'N WEAR**, assure perfect fabric care!



At last! . . . a washer so completely automatic that there's no guessing in setting . . . so fully flexible that it washes every fabric *exactly* as required. Take Wash 'n Wear fabrics, for instance . . . no other washer has a separate cycle for giving these modern fabrics the *special washing treatment* they need, as specified by manufacturers, to wash them *wrinkle-free*.

This same individualized, correct washing care is possible for all washable fabrics with a new RCA WHIRLPOOL washer for 1958. Automatic Fabric Control is the reason . . . it tells homemakers exactly how to set each control with color-keyed dialing for surest, cleanest, really safe washing. Get the full, exciting story from your RCA WHIRLPOOL distributor and you'll agree this is the "hottest line" ever!

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America



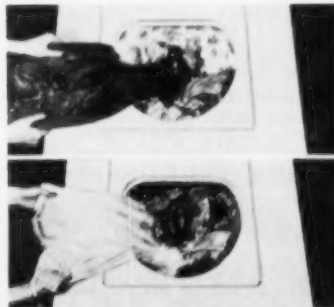
## Whirlpool AUTOMATIC WASHER

... the only one with all these features



Exclusive! Separate cycle for automatic **WRINKLE-FREE** washing of popular Wash 'n Wear fabrics!

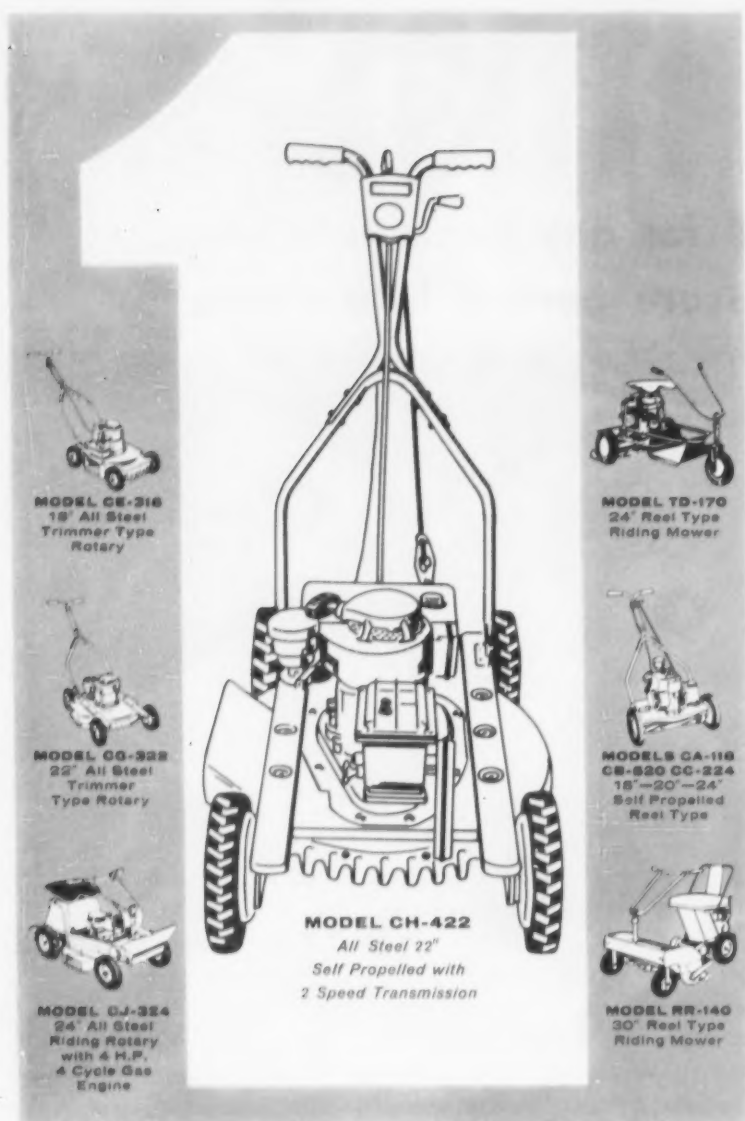
Exclusive! Built-in Lint Filter works full time, filters out lint during washing and rinsing!



2-Speed Washing Action . . . Normal and Gentle . . . selective in 3 cycles for true flexibility!

Exclusive! Suds-Miser® built-in suds return system saves over 2500 gallons of hot water yearly!





In 1958...one line to sell  
every power mower prospect!

# Certified

Built to sell... stay sold and bring profit to the dealer... that's CERTIFIED for 1958. Here is a complete line of power mowers in both reel and rotary models... walking or riding to cinch every sale. Competitively priced to meet and beat competition and packed with quality. Sell CERTIFIED in 1958 and you too can make real profits.

MANUFACTURED BY  
**WESTERN TOOL & STAMPING CO.**  
World's Largest Producer of Power Lawn Mowers

2725 SECOND AVENUE • DES MOINES 13, IOWA DEPT. EM-1

WRITE TODAY FOR THE COMPLETE CERTIFIED PROFIT LINE STORY

SENSATIONAL  
NEW  
POWER ARM  
with attachments



## ECONOMIC CURRENTS (continued)

increase when the cost of living index moves up. This means a bigger payroll to the manufacturer. But even more important has been the increase in pay gained through union negotiations. With each round of negotiations manufacturers' costs have risen, too. And in order to maintain a certain rate of profit, manufacturers have had to increase the cost of their finished goods. In addition the cost of materials has risen—so that adding all these factors together has meant that the manufacturer has had to pass on the added costs to keep on doing business profitably.

**WHO GETS HURT.** When manufacturers' costs go up, and consequently the prices they charge for goods, there are two groups that feel the impact. The first to be hit is the dealer. He must do one of two things—charge the consumer more, or, if he thinks that consumers will not pay a higher price, absorb it himself. And in many cases this has happened, for the consumer having bought a vast amount of goods since the end of the Korean War, has satisfied a large part of his immediate demand and he has shown a resistance to higher prices.

And the other group to feel the impact of rising prices is the consumer. Whether he buys from a dealer or in a department store, the added cost is generally passed on to him.

Since the beginning of 1956 the consumer has had to pay more for almost everything he has bought. The index was 114.6 in January of last year. By July of this year it had climbed to 120.8.

Thus the index has inched up every month, setting a new high. But will it continue to go up?

**WHAT'S AHEAD.** The chances are good that the cost of living will continue to creep up. Steel prices were raised in July as a result of the wage increases granted. The repercussion has been felt in many industries, for it means their costs went up too. So that gradually the effect results in a complete circle from producer to consumer. But this takes time, and so throughout most of this year prices for specific items will begin to feel the effect of the steel prices.

For example, auto companies are planning to increase the price of the new models when they appear late this fall. Unless business were to drop off drastically, and there is no evidence that it will in the near future, prices will continue to creep up.

End



"HE SELLS, THAT'S THE IMPORTANT THING!"



# 3 NEW GENERAL ELECTRIC RADIOS



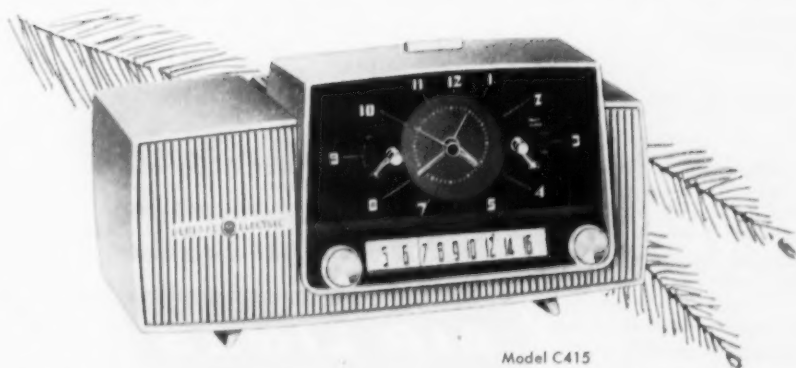
Model T120

**1. AM-FM TABLE RADIO WITH DUAL SPEAKER MUSAPHONIC® SOUND.** Static-free FM with Automatic Frequency Control ... Powerful AM... both with the richness of Dual Speaker Musaphonic Sound. Eight tubes plus rectifier. 6½-inch speakers. Phono-Jack and Tape-Jack. **\$7500\***

1. NEW AM-FM TABLE RADIO
2. CLOCK-RADIO with "SNOOZ-ALARM"†
3. NEW DELUXE 3-WAY PORTABLE

**T**HIS Christmas you'll have sales aplenty if you stock General Electric radios in depth! The exciting new Fall line is highlighted by three sure-fire sellers: a sensational new AM-FM Table Radio... Clock-Radio with new Snooz-Alarm... deluxe 3-Way Portable—timed right for your biggest selling season! Advertising support includes participation in million dollar gift promotion—color spreads in 8 national magazines, 4 Sunday Supplements. Network Television. Regional newspaper and radio. Stock General Electric—the only Fair Trade radio line—for a "protected-profit" Christmas!

**THE ONLY RADIO LINE THAT'S FAIR TRADED—  
PROTECTS YOUR PROFITS!  
BACKED BY MILLION DOLLAR GIFT PROMOTION!**



Model C415

**2. CLOCK-RADIO WITH NEW SNOOZ-ALARM.** Snooz-Alarm control allows that extra "40 winks." Buzzer sounds 5 times at 7-minute intervals. Every Automatic feature. Sleep Switch, Appliance Outlet, Phono-Jack. Lever type controls. Choice of colors. **\$3995\***



Model P735

**3. POWERFUL NEW DELUXE 3-WAY PORTABLE.** Smart new portable plays on compact batteries or AC-DC house current. High-fashion styling, Vernier precision tuning, hideaway power cord compartment. Choice of smart colors. **\$3495\***

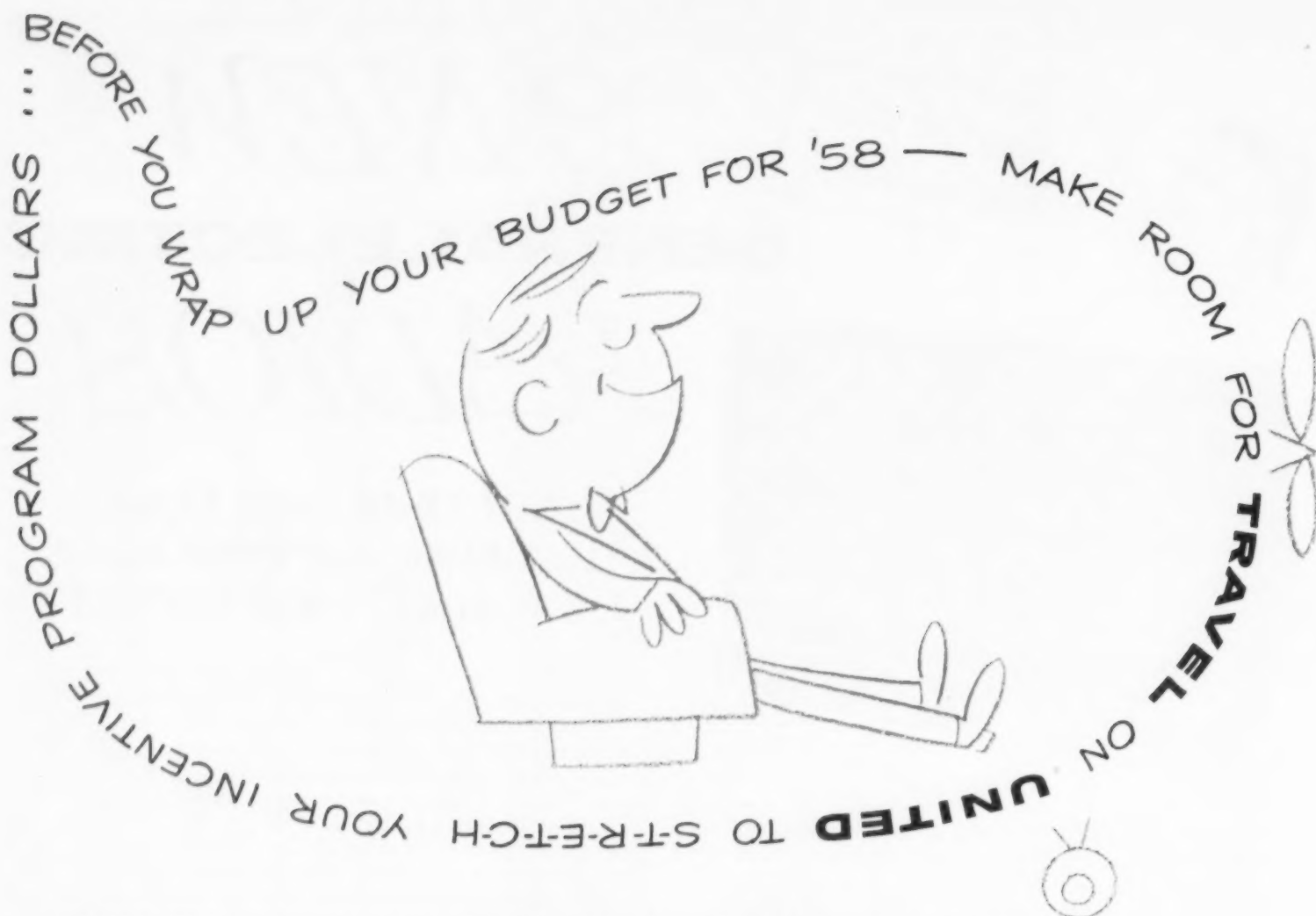
*Progress Is Our Most Important Product*



\*Manufacturer's Fair Trade or recommended retail price. 90-day written warranty on both parts and labor. Batteries and accessories extra. Slightly higher West and South. General Electric Company, Radio Receiver Department, Bridgeport 2, Connecticut.  
†T.M. of General Electric Company.

**GENERAL  ELECTRIC**





**BEFORE YOU WRAP UP YOUR BUDGET FOR '58—MAKE ROOM FOR TRAVEL  
ON UNITED TO S-T-R-E-T-C-H YOUR INCENTIVE PROGRAM DOLLARS!**

Plan now for United travel — the proven sales incentive!

Whether you're thinking in terms of 20 persons or 400, an incentive budget that's large or small — and whether you're a manufacturer, distributor or local dealer — United offers you fine travel *plus* these valuable "extras" for your incentive program.

1. **SUGGESTIONS** on choosing your incentive objective.
2. **ADVICE** on selecting participants. (United's long experience with Incentive Plans helps you avoid mistakes at the start.)
3. **GUIDANCE** in choosing the right dates for your incentive promotion. (On United, you can make your "big payoff" any time of year.)
4. **COMPLETE ARRANGEMENTS.** United's "Perfect Host" tours include all arrangements — welcome parties, cocktail gatherings, all transportation details in the air and on the ground, sightseeing, gratuities.

All this plus the fun of luxurious travel on United's de luxe, radar-equipped Mainliners — including Red Carpet\* Service on the DC-7, nation's fastest airliner.

It's flexible. On United, your Incentive Program travel prizes are low-cost, versatile (only United links the East, Midwest, *all* the Pacific Coast and Hawaii!). United offers more than 35 economical vacation travel prizes that your contestants will *work for and remember.*

For example: Appliance Company "A" took 200 salesmen via United from Los Angeles to Las Vegas. Complete tour cost for 4 days, \$24,348.

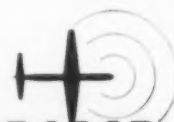
Appliance Company "B" took 75 salesmen from Los Angeles to Honolulu via United. Complete tour cost for 9 days, \$42,675.

NOW — for full details on actual case histories of successful United Incentive Plans, and for the colorful illustrated booklet, "Air Travel Prizes on United Air Lines," call or write HARRY HORST, Staff Superintendent of Incentive and Special Sales, United Air Lines, Dept. EM, 36 S. Wabash Avenue, Chicago 3, Ill.

Or call your United office, ask for United's Incentive Plans Representative.



\*Red Carpet is a service mark  
owned and used by United Air Lines, Inc.



**FLY UNITED—THE RADAR LINE**

# Mort Farr Says . . .

## Now's the Time to Sell Hi-Fi



Mort Farr, Upper Darby, Pa., appliance-TV dealer

**O**NE of the bright spots on the horizon for TV and appliance dealers for the fall is the sale of hi-fi equipment. The pioneering stage is over. The public is buying. There is a very strong desire for better reproduction fostered by the long playing record and further boosted by FM radio. There is still a "sellers market" and the volume and profit possibilities are tremendous. Many dealers have already recognized this re-awakened interest in phonographs, records and hi-fi, and it is an important part of their business. In fact, some of these dealers are already apprehensive about the popularity of these items. They wonder when the entry of the large television manufacturers into the field, and subsequent probable overproduction, will start the cycle of unprofitability. At present it does not look as tho this could happen this year, particularly not before spring and probably not for several years yet. However, a few pioneers are already looking into the future of stereophonic tape and tape recorders and envision another bonanza in binaural reception when these items get a little lower in price and a wider selection of pre-recorded tapes is available.

**EVERYBODY'S A PROSPECT.** We must always bear in mind that everyone likes music. They may have different tastes, but they love music. This leaves us with two kinds of customers—those who have players and those who do not. If they have phonographs, but not hi-fi they are prospects for the new sound. If they do not own a player, they are potential customers for hi-fi and all are future customers for records. At the recent NARDA School of Management in Washington this group of over 100 dealers discussed what were the best bets for merchandising this fall. Without question, from dealers from all over the country came the word "hi-fi."

**HOW BIG IS THIS MARKET?** Let us first take the market for all kinds of record players. There were over 3½ million sold last year and at the present rate of increase the figure will be around 4 million for 1957. In package hi-fi there were almost 1 million sold in 1956 and from present indications we will sell about ½ more this year, or around 1½ million. Actually some kind of record player sale will be made to two customers for every three buying a TV set, and as for dollar volume, if the 1½ million hi-fi sets alone sell for only \$200 average retail, we have a \$300 million dollar potential. In the face of declines in the sale of most white goods, and a slight fall-off in the sales of television for

the first six months, hi-fi is the one saleable appliance that holds forth the promise of a 30% increase in sales and the possibility of the best profits for this appliance in several years.

**HOW TO SELL HI-FI.** In visiting with dealers who sell hi-fi the most successful ones have two things that stand out. To begin with, those who have done volume with high end merchandise, whether it be in components or package systems, have a listening room where the customers can be comfortably seated in an atmosphere that sets off this kind of merchandise. It is difficult to sell a modern hi-fi in the main selling area of an appliance store. The music is detracting to other salesmen and customers and these people and merchandise are not conducive to the mood the hi-fi customer needs to be put in to appreciate a fine instrument. The room should be separate, suitably decorated and draped for correct acoustics and should include a representative display of cabinets and models, so that comparisons can be made and step-ups accomplished. This is one business where it is possible to demonstrate set-up features.

**RECORDS HELP.** Most successful hi-fi stores have a record department. I do not say it is impossible to sell hi-fi profitably without selling records, but it certainly seems to help, plus the fact that these purchasers have to buy records in order to use their instruments and they either will buy from you or a competitor who does sell records. Records bring back these good customers regularly and often lead to the sale of higher priced instruments and to the sale of highly profitable accessories such as extra speakers, record cabinets and diamond needles. If you do not sell records, make a connection to buy them wholesale and have a representative selection on hand to demonstrate your machine. Be certain that these records are in perfect playing condition. This brings me to an important point in selling the instrument. Don't try to judge a customer by his looks. You sell hi-fi as art, not as mechanics. Some music lovers would go without eating to see an opera and some hi-fi bugs will spend money on a player beyond their normal means. It is important also to qualify the prospect as to the kind of music they enjoy. Many customers will judge the music they are listening to rather than the reproduction—so don't put on records that show off all the "highs" or the "lows"; your customer may not be interested in fre-

quencies. In fact, while we talk of reproducing from 20 to 20,000 cycles most people can't distinguish either the low end, and except for a few women, none hear the real high notes we talk about. What counts is if it is pleasing to the ear and many times it is the music that pleases them and you can convince them of the features you are demonstrating by telling them about them.

**DON'T FEAR PRICE.** Don't be afraid to suggest high priced merchandise. The consumer does not know price, as they have come to know TV prices. They generally want quality and price is not important. It takes longer to sell hi-fi but the list is higher, the discounts are better and so far there are few trade-ins. As to whether a dealer should sell components or packaged merchandise, or both, that is a decision for the individual dealer, but specialty selling dealers such as myself and those I know, have been more successful with name brand package merchandise. It is more along the type of merchandise and merchandising they are accustomed to and the customer is more likely to be their type. The component buyer is usually the do-it-yourself type who buys at parts distributors and is more discount minded. Pick a line or two of prestige brands that you can get some franchise protection on and it is not difficult to sell the advantages of matched units and beautiful cabinets and convince the customer that in this era of mass production they can get more for their money in this type of merchandise.

Hi-fi merchandise is relatively service-free but don't fail to remind your customers that the equipment may need service and be sure to have an informed service department to back up your sales. Be sure they have proper training on operation and adjusting of automatic changers and a thorough knowledge of replacement cartridges and needles. This repeat business along with the sale of records can be continuously profitable. When completing a sale if you sell records, offer to finance a quantity of albums along with the machine—it makes for a larger sale and insures the customer not getting tired of a couple of records and thinking he is tired of hearing hi-fi.

**SOUND ADVICE.** Don't miss this fastest growing segment of our industry this fall and keep your eye on the next big advance in music reproduction—stereo tape recorders and the sale of pre-recorded and recording tape. It's going to be big business. *End*

# Look what RCA Victor color

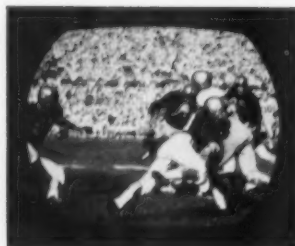
## Programs—up 67%

NBC announces gigantic increase in color programming! More hours for you to demonstrate—more hours for prospects to see what they've been missing.



### WORLD SERIES!

Every baseball fan in town is a red-hot prospect for Color TV during Series Week. You'll pack your showroom every day!



### NCAA FOOTBALL!

All the color and excitement of top college games, Army-Navy, Notre Dame-Oklahoma, others. Demonstrate Saturday afternoons.



### SPECTACULARS!

Over 250 hours of color this fall on NBC alone . . . spectaculars plus regular shows starring Dinah Shore, Gobel, Como, Fisher, and lots more.

## Product—18 great models—in a sensational

Special, Super, and Deluxe color models with sell-up all the way through the line. And the prices are right! From the bring-'em-in \$495 ticket—on up!



**Aldrich.** Mahogany-, limed oak-grained finishes. 25 1/4 square inch picture. (21CS781)



**Westcott.** Mahogany-, limed oak-grained finishes. 25 1/4 square inch picture. (21CT785)



**Whitby.** Mahogany, blond tropical hardwood veneers and solids. 25 1/4 square inch picture. (21CD789)

## Profits—more and more dealers say:

*“The Big Money's in Big Color TV.”*



# TV has for you this fall:

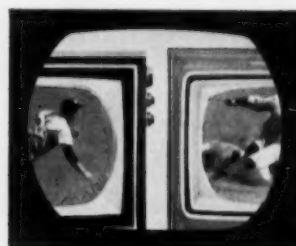
## Performance — proved in use!

Tens of thousands of satisfied color owners! RCA Victor "Living Color" TV is performance-proved! And retailers all over the country know it's performance-proved for profit!



### PROVED!

"Living Color." The picture is so natural, sharp and bright it is actually comparable to a full-color magazine illustration.



### PROVED!

Dependable performance! Like famous RCA Victor black & white TV, "Living Color" TV is dependable. Records of RCA Service Co. prove it.



### PROVED!

"Color-Quick" tuning. Just adjust two simple color knobs—and there's your picture. Sharp and clear the whole program long!

## sell-up line of styles, finishes, features!

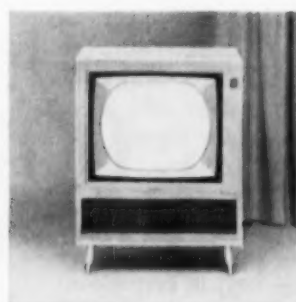
### The superb new Mark Series



"Living Color" TV with powerful all-new Mark Series chassis for improved picture and sound. New Color-Spectrum dials, for simplified "Color-Quick" tuning.



**Mark Series Sanford.** Mahogany, walnut, lamed oak-grained finishes. 260 sq. in. picture. (21CD877)



**Mark Series Anderson.** Mahogany, walnut, lamed oak-grained finishes. 260 sq. in. picture. (21CD886)



**Mark Series Townsend.** Genuine walnut or oak veneers and solids. 260 square inch picture. (21CD890)

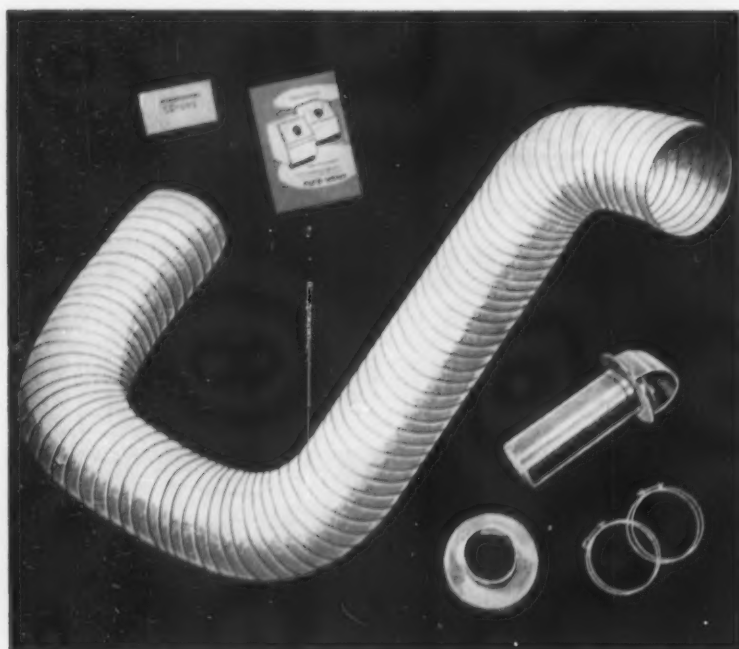
Show color—talk color—demonstrate color—display color—feature color!  
The product and the price are right. Call your distributor—now!



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TV



## facts about **FLEX-VENT®** kits that explain why they mean extra profits to you

### What is a Flex-Vent Kit?

An all-in-one package containing everything needed to vent a dryer — a length of Flex-Vent tubing, a weatherproof aluminum vent hood with automatic damper, an interior wall flange, clamps, screws and directions.

### Is venting easy to sell?

Yes. You can sell a Flex-Vent installation with every dryer when you show your customers how venting prevents dampness and untidy lint and fluff.

### What do housewives like about Flex-Vent?

They like the looks of this gleaming white fiber glass flexible tubing — it adds to the beauty of the dryer. And they like the fact that it's washable — easy to keep clean.

### Will Flex-Vent fit all dryers?

Flex-Vent Kits are made up in four types and are designed to fit all dryers. They are approved by all leading dryer manufacturers.

### How does Flex-Vent hold up in service?

Beautifully. In addition to being flameproof, it is also guaranteed not to rust, corrode or break.

### What about installation?

You can install Flex-Vent in a matter of minutes. Step-by-step illustrated instructions are included in every kit.

### Where can I get further information?

See your appliance distributor or parts jobber — or write Dept. 80

## **Flexible Tubing**

CORPORATION

GUILFORD, CONNECTICUT • LOS ANGELES 64, CALIFORNIA

## THE LOUDSPEAKER

### To the Editor:

I have been completely perplexed by statements in ads by the leading manufacturers of refrigerator-freezers relative to the supposed capacity in the refrigerator-freezer storage areas. It is general knowledge that the manufacturers in figuring the storage capacity of these areas, in pounds, compute them in accordance with the American Standards Association Standard B38.1-1944, at 35 pounds of food per cubic foot. But try to get 35 pounds per cubic foot. Manufacturers are careful not to state what classification of food—whether it be meat, ice, ice cream or what have you. We know that it is misleading and actually untruthful to make such a statement. We have to admit that we were misguided and used the same standard in setting up the capacity of the freezer compartment in our new refrigerator-freezer. In making actual tests with what the housewife would be using, we found it no way possible that 140 pounds could be stored if you considered the food basket, food rack and ice cube trays which are an integral part of the unit.

We believe that it is time that we stopped hiding under the mantle of standards and tell the public the truth. Our reason for writing to you is to seek your opinion and to ask that you start a truth campaign in your editorials to encourage all manufacturers to be honest in their advertising.

Name Withheld

### To the Editor:

Would you mind inquiring of hi-fi people why they (almost without exception) insist on making all hi-fi outfits with top openings instead of drawer turntables etc.

A small 2 to 3 in. top opening for radio dials, phono controls, etc. is logical but complete top opening rules out the use of the top for any other purpose.

Ask them to take a look at dishwashers, new built-in ovens—all are side opening. Old fashioned phonographs, Victor, Brunswick and others had the same handicap.

Let's suggest some consumer study and thoughtful engineering. Philco started once but quit with "No squat, no squint, etc." but they didn't follow through.

A complete top opening device may be OK in a small portable phonograph but it's idiotic in a good hi-fi that is supposed to be an addition to fine furniture. Television controls, on the other hand, belong on top, in my opinion (if not remote) in flush mountings or under a narrow top opening panel that leaves the top generally undisturbed.

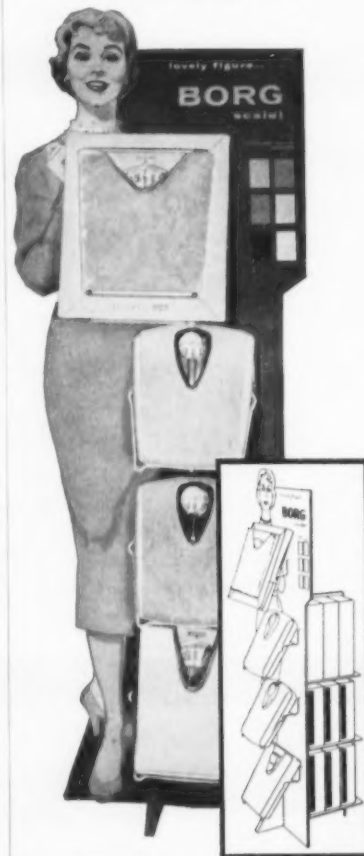
James O'Connor  
Milwaukee, Wis.

"I sell  
scales in  
the ads and  
in your store!"



## TERRIFIC New Scale Display

... Featuring "Miss Borg"  
who appears in  
Fall National Ads



yours  
with new deal by  
**BORG**

The BIG name in bath scales

At your wholesaler now



W. HOWES, owner of the Gamble Store.

THIS NATIONAL CHARGE-POSTING SYSTEM has reduced end-of-month bookkeeping for this Gamble Store by eliminating handwritten credit records.

**"Our *National* Charge-Posting System  
saves us \$2,100 a year...  
pays for itself every 12 months!"** —Gamble Store, Chelsea, Mich.


"After 18 months' experience using a National Charge-Posting Machine," writes W. Howes, owner of the Gamble Store, "we find that it has made important savings for us and has increased customer confidence as well!"

"Our National Charge-Posting Machine posts all transactions—charge or payments on account. As a result, our charge and contract accounts are always posted up to date. And our National Cash Register automatically computes customers

change, too. Mechanical itemization of each transaction makes it possible for us to check out customers quickly and provides greater protection for customers, cashier and store.

"Less bookkeeping, current records and better cash balances are now possible with our National System that saves us more than \$2,100 a year, pays for itself every 12 months!"

*W. Howes*  
Owner of the Gamble Store

Your store, too, can benefit from the increased efficiency made possible by a National System. Nationals pay for themselves quickly, then continue to return a regular yearly profit. For complete information, call your nearby National representative today. You'll find him listed in the yellow pages of your phone book. 

\*TRADE MARK REG. U. S. PAT. OFF.

***National***

CASH REGISTERS • ADDING MACHINES  
ACCOUNTING MACHINES  
NCR PAPER (NO CARBON REQUIRED)

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**  
989 OFFICES IN 94 COUNTRIES



# look what you can



## new RCA WHIRLPOOL kitchens



**Door and drawer fronts snap on... without tools!**

RCA WHIRLPOOL Imperial cabinets have an ingenious new hinge that permits the doors to be snapped on and off in seconds . . . without the use of tools, screws, or bolts. Drawer fronts lock into position easily, positively . . . yet are removable instantly.

Now, for the first time, you can display five different kitchens in the space of one! For the first time, you can offer prospects complete flexibility and variation in kitchen styling. And, for the first time, you can offer complete kitchens with the brand name your prospects know best, want most, and buy readily.

All-new RCA WHIRLPOOL kitchens consist of a *complete* standard line of cabinet shells made of steel for durability and ease of installation . . . with door and drawer fronts of wood for extra sales appeal. The fronts are finished in rich fruit-

Use of trademarks Rg and RCA authorized by trademark owner Radio Corporation of America

# do with color now!



In minutes the gay "Carnival Color" kitchen at left can be changed to quiet Traditional . . . simply by snapping on rich fruitwood finish fronts. One color may be used all over, or an accent color may be used on certain cabinets.



And, it's so simple to mix and match several colors as in this two-tone decor. There's infinite variation . . . and the fronts may be changed any time . . . actually, it's easier to restyle these kitchens than to rearrange living room furniture!

## change the selling picture!

wood and limed oak plus popular pink, yellow, and white for dramatic styling . . . and are easily interchangeable for infinite styling variation.

Mail the coupon now for complete information about the most saleable, most profitable kitchens ever created . . . RCA WHIRLPOOL kitchens!

Kitchen Division  
Whirlpool Corporation, St. Joseph, Michigan

Please rush me complete information about the new RCA WHIRLPOOL interchangeable front cabinets.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

TITLE \_\_\_\_\_

FIRM ADDRESS \_\_\_\_\_

CITY, ZONE, STATE \_\_\_\_\_



## Whirlpool KITCHENS

RCA WHIRLPOOL Home Appliances

Products of **WHIRLPOOL CORPORATION** St. Joseph, Michigan

# In Philadelphia, buying begins at home



**The Bulletin goes home...delivers more copies to more families every seven days in Greater Philadelphia than any other newspaper**

For washers and other home appliances, families in the 14-County Greater Philadelphia market spend \$276,234,000 a year. Your selling message goes home when you advertise in Philadelphia's home newspaper—The Evening and Sunday Bulletin. You can also give your advertising the added impact and greater realism of *R. O. P. spot and full COLOR*—evening and Sunday—seven days a week!

The Bulletin exerts a powerful influence on the buying habits of its readers. Philadelphians like The Bulletin. They buy it, read it, trust it and respond to the advertising in it. The Bulletin is Philadelphia's *home* newspaper.

*Advertising Offices:* Philadelphia, 30th and Market Streets • New York, 342 Madison Avenue • Chicago, 520 N. Michigan Avenue. *Representatives:* Sawyer Ferguson Walker Co., Detroit • Atlanta • Los Angeles • San Francisco • Seattle

## In Philadelphia nearly everybody reads The Bulletin



# NEW STYLE-NEW DESIGN-NEW SALES APPEAL

## A BRAND NEW GIFT IDEA

from

**Oster**



### NEW DELUXE KNIFE AND SCISSORS SHARPENER

Distinctively styled in jet black and copper. The OSTER Deluxe is easy and safe to use on all shapes and sizes of knives, even the finest cutlery. Double-action overlapping wheels hollow grind both sides of blade at once, to a factory-sharp edge . . . without scratching or gouging. Can be mounted on wall or set on table. With handy cord storage compartment at back

**\$19.95.**

### NEW STANDARD 2-SPEED

**Osterizer**

Exclusive Osterizer features — graduated, heat resistant glass container opens at both ends for easier cleaning and emptying . . . grip-tight seal holds container firmly in base yet releases quickly — no posts or slots . . . tapered cutting well for constant and continuous feeding of ingredients to cutting Blades. Blades fit standard canning jars. Chrome base

**\$44.95.**

White enamel base

**\$39.95.**



## A REAL HOLIDAY PROFIT MAKER

from

**Oster**

## NEW GIFT GIVING APPEAL

from

**Oster**



### NEW 3-SPEED PORTABLE MIXER

3-Speeds scientifically selected for proper mixing, whipping, stirring, beating and folding. Automatic beater release . . . no need to touch messy beaters. Rubber bowl rest and guard . . . frees both hands . . . keeps bowl free of nicks. Lightweight and perfectly balanced.

In Chrome and White

**\$20.95.**

In White and Pastel Pink, Yellow or Blue

**\$19.95.**

## FOR CHRISTMAS GIVING

### NEW OSTER-ICER FOR THE

**Osterizer**

Automatic feed guides cubes into chipping blades . . . at same time closes feeder opening so chips can't fly out. No catch bag necessary . . . patented dispenser discharges ice into single glass or container, fast as cubes are fed. Safe . . . impossible to touch blades from feeder discharge opening. A model to fit all OSTERIZERS

**\$16.95.**



## ADDED CHRISTMAS SALES

with

**Oster**

All custom-crafted

by the

**John Oster**

MANUFACTURING CO.

DEPT. M7, 5047 N. LYDELL AVE., MILWAUKEE 17, WISC.

# NEW UNIVERSAL *Cookamatic*

The best in "Probe-Type" Appliances  
by the pioneer in controlled

**1. Exclusive "LONG PROBE" Cookamatic Control**

Extra-long, all-aluminum probe covers greater cooking area of each utensil. Reacts quicker and far more accurately to changes in temperature than shorter, steel probes. This extra length assures perfect cooking heats with a minimum of temperature variance.

**2. Exclusive "BALANCED HEAT" Distribution**

Universal's heating element and probe housing are scientifically sized and shaped for each individual utensil and the type of cooking for which it was designed. This results in even distribution of heat over entire utensil for perfect cooking results.

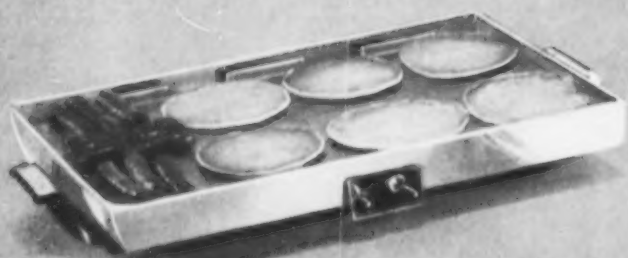
Just Dial the Heat  
with this Interchangeable  
Cookamatic Control

Larger, easy to see, easier to adjust dial  
than others. Plugs in under handle, out  
of cook's way, out of harm's way.

**\$6<sup>95</sup>**

**ONE MAGIC CONTROL**

Gives you faster, better "Surface Cooking"



**Automatic Griddle**  
**\$16<sup>95</sup>**



COOKAMATIC CONTROL  
DETACHES SO EACH  
APPLIANCE CAN BE  
WASHED COMPLETELY  
UNDER WATER!



**Automatic Frying Pan**  
Medium or large size.  
Metal or glass "Peek-in" cover extra  
from **\$12<sup>95</sup>**



# Controlled Cooking

with 2 great exclusives  
heat cooking

EXTRA \$6.95 CONTROL

**FREE**

when you buy this 4-piece  
Hostess Display Pack

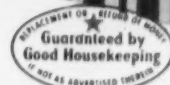
YOU MAKE AN  
EXTRA \$6.95 PROFIT!

Get this beautiful counter display box with 3 Cookamatic appliances and a Control plus an extra Control free! Full self-selling information in the cover. Use the extra control to help sell a whole set of Cookamatic Appliances, or sell it separately with one for an extra bonus profit of \$6.95.



CALL YOUR DISTRIBUTOR TODAY!

Ask him about the big national program planned to boost your sales!



**SERVES THEM ALL!**

than you can get on any range!



**Automatic 5-Quart Saucepan**  
Including self-basting cover and trivet  
**\$18<sup>95</sup>**



**Automatic 3-Quart Saucepan**  
Including self-basting cover . . . **\$14<sup>95</sup>**

**UNIVERSAL**  
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.





*the mower with the selling edge*

# **Mow-Master has stand-up starting . . . the most exciting feature you ever demonstrated!**

It's easier to sell with a selling edge—and Mow-Master's got it! Customers can't resist trying easy, safe, stand-up starting. They sell themselves with this dramatic demonstration!

Mow-Master also gives you a full line . . . from promotional price leaders to high-end, high-profit models.

And, look at the *sell* in Mow-Master's styling.

It's the finest on any power mower!

Here's the Mow-Master clincher! You get the strongest local market promotion package ever offered on power mowers. Get the deal on Mow-Master . . . the mower with the **SELLING EDGE!**

# **MOW-MASTER**



PROPULSION ENGINE CORPORATION • 311 Marion Avenue • South Milwaukee, Wisconsin

*Subsidiary of Food Machinery and Chemical Corporation*

**Make \$25.05 profit on this \$46.50 investment . . .**



## **Buy the NEW Chromalox Micro-Pack featuring the faster moving, faster installing Improved Microtube II**

Micro-Pack contains:

- Three 236-volt small units with adaptors
- Two 236-volt large units with adaptors
- One new Chromalox rod oven unit
- PLUS free display material—12" x 17" eye-catching plastic window display . . . 5" x 6" Chromalox window or door decals . . . 9½" x 27½" Chromalox Microtube four-color banners—with every order!

Cut service time, increase service profits with the new simplified Chromalox Microtube II. Simply press the adaptor ring into place . . . make electrical connections . . . and heating unit snaps into adaptor ring instantly. Special snap-in, snap-out adaptor clip design allows both slightly smaller and larger range openings to be fitted.

Easy to sell Microtube features:

- Snaps in and out for easy washing . . . permits range top to be cleared for cleaning
- New deep porcelain reflector and name disc wash clean . . . heat cannot discolor
- Slim flat Microtubes reach cooking temperatures in seconds . . . respond instantly to all types of switch changes . . . give unsurpassed heat distribution . . . add slim, trim beauty to old ranges.

Micro-Pack services 98% of all ranges.

Carry in your truck . . . save trips, and sell additional units. (In addition to standard Micro-Pack items, special dual voltage Microtube and thermostatically-controlled Microtubes are available if desired.)

Get the full story. Write for the new Microtube II catalog today.

## **CHROMALOX Electric Heat**

Edwin L. Wiegand Company

7525 Thomas Boulevard, Pittsburgh 8, Pennsylvania • CHURCHILL 2-6400

C-2262

**"ONE STOP GETS THEM ALL . . . SEE YOUR CHROMALOX DISTRIBUTOR"**



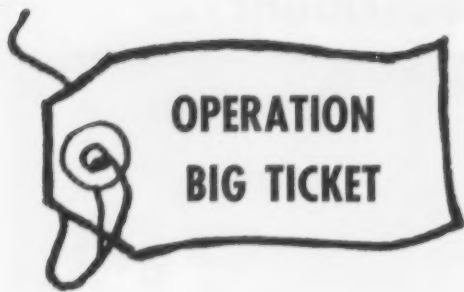
**OVEN ELEMENTS**—The first electric baking element designed, built and tested to beat replacement problems. Unit comes in two sizes to fit all regular and wide ovens with terminal openings centered in back wall. Easily installed—only pliers and screwdriver needed. Hinge assembly with permanent electrical connections eliminates the old prong-type terminal block.



**IMMERSION WATER HEATER REPLACEMENTS**—Chromalox is the only supplier that gives you Immersion type units and thermostats for ALL domestic water heaters. There's a flange to fit all tank openings. Just two types—single or double throw—thermostats do the entire job of replacing all types—immersion, clamped on, screw mounted. And the same thermostats are supplied on most heaters as original equipment.



**NEW WRAP-AROUND WATER HEATER ELEMENTS** feature both terminals at one end, free floating terminal block, spring loaded mounting for better contact. With Chromalox, only seven standard heaters and four standard extension straps fit all 14-16-18-20 and 22 inch tanks.



# New General Electric to get your full share of

*Realistic Big Ticket Plan, available through  
the help you need—from*



For as little as \$180.00—a 10% down payment—you may be able to put a G-E Display Kitchen like this on your floor. And that's only the beginning. Read these pages and find out more!

TODAY's astonishing kitchen appliance market, with its heavy trend toward *complete* kitchens, is big, booming—and begging for attention.

Its surface has barely been scratched.

Now Big Ticket comes up with a complete program of all-out assistance to let you capitalize on this opportunity. Now you can sell the *most wanted* line of complete kitchens—practically on a shoestring.

We're not asking you to swallow that whole. We want to tell you what you get on Big Ticket—from beginning to end.

**First of all: realistic financing.** Big Ticket begins by giving you the most effective selling tool in the business—a sparkling General Electric Display Kitchen—on credit terms available through General Electric Credit Corporation.

**For instance, for as little as 10% down,** you may be able to put a display kitchen on your floor. That's *all* the inventory you need. Your General Electric distributor supplies the units you sell *as you sell them*.

**How do you pay for these sold units?** Under its Work-in-Progress Plan, General Electric Credit Corporation will finance your total outlay for major appliances until your customer's kitchen is completed and accepted.



**You sell without inventory!** Your General Electric distributor supplies all appliances *as you need them*.



**You sell the most preferred line** in the business! Independent surveys prove General Electric ranks first with women.



**You sell the most pre-sold appliances!** Wherever you look—or listen—there's G-E Major Appliance advertising.



# sales plan helps you the rich, ripe kitchen market!

*your General Electric distributor, outlines all  
floor plans to finance plans!*

**Now . . . about customer financing:** New General Electric Credit Corporation Kitchen Modernization Plan lets you sell for as low as 10% down with less than typical monthly car payments spread over not 1, not 3, but 5 full years.

**To help you handle installation**—and get the extra profits that go with it—your General Electric distributor's factory-trained specialists will work day-by-day, step-by-step with you on selecting and setting up a complete installation staff.

**That's only the beginning.** General Electric distributor experts will be at your service to help plan your kitchen layouts, color schemes, decoration, design. They'll make estimates, blueprints, supply color swatches, even give suggestions on painting and floor covering.

If you wish, you can take advantage of a complete selection of hard-selling mat ads, radio scripts, full-color promotion slides, and a full-length technicolor movie for use at women's group meetings.

**And what a line of kitchens you'll sell!** The General Electric

line is years ahead in style, completely integrated in color and design, packed with more sales features than any other line in the industry.

Think it over. This market features a high margin profit picture. When you sell complete kitchens, you're not competing on a single-appliance *price* basis. You're dealing on a *service* basis in the sale of *tailored multi-appliance units*. And the man who can supply the service in this new field is the man who can get the sale—and the whopping, multi-unit *profit*.

The big beauty of Big Ticket is that it makes it possible for *you* to supply that service and still have time to do the job you do best—*sell*.

**Add it up.** This booming kitchen business can make a big difference in your career. Get in on the ground floor—*now*.

See your General Electric distributor—or send in the coupon. General Electric Co., Home Bureau, Appliance Park, Louisville 1, Kentucky.

## YOU GET ALL THIS . . . AND MORE

- 1 Delivered to you for as little as 10% down—a new General Electric Display Kitchen.
- 2 Liberal customer finance plans—up to 5 years.
- 3 No inventory problems—you simply order from General Electric distributor warehouse.
- 4 Plans—plus color, flooring, painting suggestions.
- 5 Most pre-sold line in the business.

**General Electric Company  
Home Bureau  
Appliance Park, Louisville 1, Ky.**

Gentlemen: I want to know more  
about your new Big Ticket Plan.

Name.....

Address.....

City.....State.....

*Live Better . . . electrically*

**GENERAL  ELECTRIC**

# A major electric houseware's sale!



"When I sell KitchenAid Electric Housewares, I sell *customer satisfaction*. And a KitchenAid Mixer sale, with the full line of attachments, represents a near-major appliance sale. When I sell the mixer alone, I know I've got a number of 'come-back' attachment sales. It's a consistent sales pattern and a profitable one for me because these attachments are really in demand for anniversaries, birthdays and other gift days. My KitchenAid customers *are satisfied*... they come back to me when they need other appliances."

With the full line of attachments the KitchenAid Food Preparer is quickly transformed into a slicer, shredder, chopper, strainer or can opener.

The KitchenAid Coffee Mill guarantees *always* fresh coffee. You grind only as much as you need as you need it—electrically, with the flip of a switch. Coffee oils protected in the whole bean cannot evaporate and you get full-strength coffee, with more cups per pound.

The food preparer and coffee mill come in a wide range of color finishes, including Antique Copper and Satin Chrome. The deluxe four- and five-quart mixers are available in white.

Quality products build customer confidence and repeat sales. KitchenAid products are built by Hobart, a name synonymous with quality for over 60 years.

Write KitchenAid Electric Housewares Division, Dept. KEM, The Hobart Manufacturing Co., Troy, Ohio. In Canada: write 175 George Street, Toronto 2.

## KitchenAid®

The Finest Made . . . by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

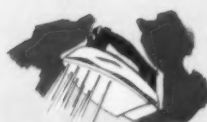
# TOASTMASTER

New Steam and Dry Iron! All the features housewives asked for!



#### Fast steam

Fastest-steaming iron on the market!



#### Even steam

Flows without a sputter!



#### More steam

Bigger water capacity!



#### Safe steam

Under exact temperature control!

**\$16.95\***  
retail

Weights only 3 1/4 lbs.

## FROM STEAM TO DRY IN AN INSTANT!

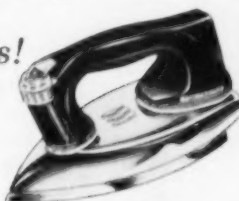
Another new Toastmaster sales star—the new Toastmaster Steam and Dry Iron! It's loaded with potential profit because it gives housewives all the important features they asked for in a comprehensive survey—features that make sales for you! Look at them:

It's two irons in one—changes from steam to dry instantly at a touch of the dial . . . Fabric Selector Dial gives the right

heat for every fabric . . . plenty of smooth, even steam without sputtering or flooding . . . extra-capacity reservoir . . . polished aluminum sole-plate with multiple vents . . . fast, uniform heating . . . accurate thermostat for constant temperatures . . . famous Toastmaster quality in every respect! It's light and convenient, exactly what your customers want! Stock it and sell it now!

*Light-weight! Weighs Only 2 Pounds!*

**NEW TOASTMASTER  
DRY IRON \$11.95\***  
retail



Built low for high-speed ironing! Mirror-finish aluminum sole-plate with cast-in element. Accurate temperatures for all fabrics, evenly distributed from heel to toe. Demonstrate it—then watch it practically sell itself!

*Call Your Toastmaster Distributor Today!*

**TOASTMASTER**

"TOASTMASTER" is a registered trademark of McGraw-Edison Company, Elgin, Ill., and Oakville, Ont.



TOASTMASTER DIVISION  
McGRAW-EDISON COMPANY

\*Fair Trade minimum prices in all states having Fair Trade laws.





# Porcelain Enamel

in **COLORFUL, CAREFREE**

## \*color!

For the homemaker who loves color in her kitchen, Porcelain Enamel is the very best! There's a wide selection of decorator colors available in Porcelain Enameled appliances and housewares. The color isn't just surface applied, either . . . an integral part of the finish, it goes all the way through . . . never peels, fades or ages.

## \*long life!

No other finish for home appliances stands up to constant household use like Porcelain Enamel. Created by fusing a 100% mineral coating to the metal base at high temperatures, the glass-like finish wears a lifetime. This durability is a good sales point with customers interested in long term investment (and aren't they all!).

## \*stainproof!

When sinks, refrigerators, freezers, ranges, washers, dryers, etc. carry the Porcelain Enamel label, the home owner has no worry about permanent stains from fruit juices and other household acids, alcohol, lipstick, iodine and similar products that usually stain or destroy other finishes. Glass-hard Porcelain Enamel is impervious to these damaging agents.

Porcelain Enamel provides **SALES FEATURES** for many other household products

### Free-Standing Ranges, Space Heaters



This durable material, as easy to clean as glass, does much to improve appearance. Despite hard, everyday use, ranges and space heaters of Porcelain Enamel are easy to keep clean and fresh in appearance.



### Water heaters

A glass lining—a common name for Porcelain Enamel on water heater interiors—is being insisted upon by more buyers every day because of its superior resistance to rust and chemical deterioration.



### Toasters

Color and texture, plus resistance to scratching, heat and fading—these are substantial sales points with handsome new Porcelain Enamel toasters. Designs are distinctively new; attractive colors complement the finest of modern kitchens.



has what homemakers want . . .

## APPLIANCES

*\*heat-proof!*

For years range manufacturers have been users of Porcelain Enamel for both interiors and exteriors. No wonder—it is flame-proof and completely resistant to all cooking or baking temperatures. In fact, even a hot iron placed flat against a Porcelain Enamel surface has no damaging effect.

*\*beauty!*

Its luster appeals to women who like things sparkling clean. Simple washing with soap or mild cleanser keeps it sanitary, bright and new looking for years.

*Penny Edwards\**

points out that no kitchen can be really modern unless these necessary fixtures and appliances are finished in lifetime Porcelain Enamel.



\*Home Service Director, Porcelain Enamel Institute



### Helpful Chart

with educational photographic illustrations of Porcelain Enamel's serviceability. Free on request. Use coupon.

FRIT DIVISION

**PORCELAIN ENAMEL INSTITUTE, INC.**

Associations Building, 1145 Nineteenth St., N.W. Washington 6, D.C.

PORCELAIN ENAMEL INSTITUTE, INC.  
Associations Building, 1145 Nineteenth St., N. W. Washington 6, D. C.

Please send me the following "sales boosters":

- |   |   |
|---|---|
| <input type="checkbox"/> "Porcelain Enamel for Better Living" booklet | <input type="checkbox"/> Illustrated Wall Chart             |
| <input type="checkbox"/> "Selling Facts" booklet                      | <input type="checkbox"/> "Prove for Yourself . . ." booklet |

Quantity prices of these literature items available on request

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

# sell this push-button miracle to every home in America!

## CANOELECTRIC

### electric can opener

Surprise appliance of the year! Everybody's talking about CANOELECTRIC — and 49,000,000 customers are waiting to buy it! Opens ANY can, fully automatic, no levers or extra operations . . . JUST PRESS BUTTON AND CAN IS OPEN! Wall mounted, cannot clutter counter, simple, easy, sanitary, fast, never fails, guaranteed!

#### SENSATIONAL NEW IDEA IN PACKAGING!

Every CANOELECTRIC is smartly framed in a rich-looking container that attracts crowds . . . the only package that serves as counter display, demonstrator, shipping carton and gift box! Makes a wonderful Xmas gift package, too!



### immediate delivery!

Ride the crest of NEW push-button can opener profits . . . CANOELECTRIC is the most exciting appliance in a decade — the first really new electric item in over 20 years! Order CANOELECTRIC NOW from your jobber — you'll sell all you can stock!

KLASSEN ENTERPRISES, INC. ◀ 22105 MEEKLAND, HAYWARD, CALIF.

nothing opens cans like CANOELECTRIC — it's push-button magic!



# NOW! ONE FLOOR CARE MACHINE THAT ACTUALLY DRY-CLEANS RUGS... AND CLEANS FLOORS AS IT WAXES THEM!

Now, for the first time, you can sell the scores of people who want one machine that will give them complete, automatic floor care.

The new Johnson's Wax Convertible does it all from wall to wall! The Convertible *dry-cleans* rugs! And it cleans, waxes, polishes, buffs and scrubs hard surface floors.

This remarkable new floor care machine opens the door for you to a constantly expanding market. Everyone with any kind of hard surface flooring and almost any kind of rug is a potential customer.

Now the housewife can properly maintain her rugs and floors — yet save money on professional rug cleaning and floor care bills. You'll make additional profits selling the optional equipment kits, new Johnson's Rug Cleaner and disposable pads.

For more information,  
contact your Convertible  
distributor or write to  
S. C. Johnson & Son, Inc.,  
Racine, Wisc.

THE JOHNSON'S  
WAX CONVERTIBLE  
OPENS AN ENTIRELY  
NEW MARKET FOR  
YOU!

Watch  
**STEVE ALLEN**  
sell the Johnson's Wax  
Convertible, Sunday  
nights, NBC-TV.

**\$49<sup>95</sup>\***

Includes Convertible  
plus polishing brush  
and 3 buffing pads

## YOU CAN MAKE EXTRA PROFITS AND REPEAT SALES WHEN YOU SELL THESE ADDITIONAL ITEMS!



**RUG-CLEANING KIT ... \$13.95\*** Includes  
rug-cleaning brush, four 12-oz. cans of  
Johnson's Rug Cleaner (at left).

• **WAXING & SCRUBBING KIT ... \$4.95\***  
Includes scrub brush, 1 pt.  
Kleen Floor, 1 pt. Beautiflor,  
plus 10 disposable pads.

• **JOHNSON'S RUG CLEANER ... \$2.95\***  
Pack of four 12-oz. cans.

• **DISPOSABLE PADS ... \$1.00\***  
Package of 10 pads.

\*Suggested retail price

**POWERFUL  
ADVERTISING ON  
TV AND IN LIFE**

Full-color, double-page  
spread advertising in *LIFE*!  
Live-action demonstrations on  
TV by Steve Allen! Combine  
them and you get real saturation  
advertising for the new  
Johnson's Wax Convertible.

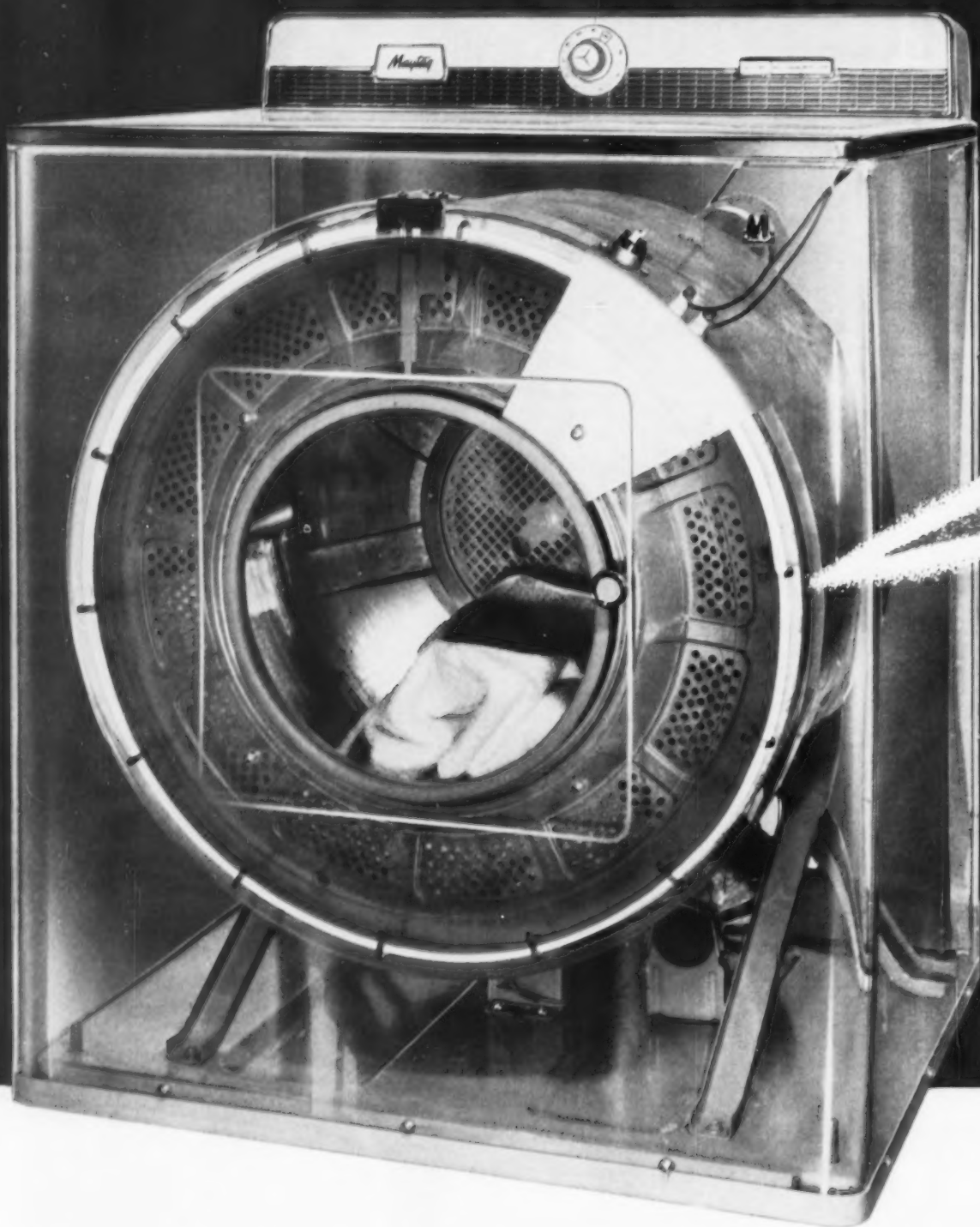
"Johnson's" is a registered trademark of S. C. Johnson & Son, Inc.

THE JOHNSON'S WAX *Convertible* DOES IT ALL FROM WALL TO WALL!

ELECTRICAL MERCHANDISING—OCTOBER, 1957

PAGE 55

# Exclusive New MAYTAG



Special Plastic Demonstrator built by Maytag to show customers how "Halo of Heat" Dryer operates.

The dryer with the difference you can demonstrate...built to sell in the popular \$200 price range

# MAYTAG



# "HALO OF HEAT" Dryer

*No Hot Spots!*

A gentle circle of heat surrounds clothes... fast-dries a full load in 26 minutes at little more than body temperature!

TOO HOT  
HERE

Other dryers do this... Concentrated "hot spot" heat puts clothes in contact with heat up to 200°. Result: Overdrying is common.

GENTLE,  
EVEN HEAT  
SURROUNDS  
YOUR CLOTHES

New Maytag Dryer does this... Regular loads dry at 100° to 110°. Ends overdrying. Yet clothes dry fast, fluffy and with fewer wrinkles.

## Exclusive Maytag high-speed, low-heat Dryer

This amazing new Maytag will dry a full load of cottons in 26 minutes at little more than body temperature (100-110°). Clothes are then air-fluffed 3 minutes more so they come out soft, cool to the touch.



Push this button for automatic de-wrinkling! Exclusive "Wash 'n Wear" setting takes care of modern heat-sensitive fabrics and removes wear wrinkles to save ironing.



Exclusive Revolving Disc Lint Filter—pulls lint directly out of dryer drum, filters 100% of air flow. Snaps out for easy cleaning.



Exclusive! Dryer Case Stays Cool—Unique reverse air flow keeps dryer case cool (no insulation used in this dryer). Air in dryer changes every 2 seconds.



Special Air-Fluff Setting—Fluffs and tumbles garments in room-temperature air. For pillows, blankets, etc.

Additional advantages include: Automatic Timer Control—up to 120 minutes • Automatic Safety Door—drum stops when door is opened • Push-Button Temperature Selectors—include Regular Drying, Air Fluff, and "Wash 'n Wear" Setting • 3-Way Venting—through back or either side. 4" exhaust duct permits vent runs up to 30 feet • Gas or Electric Models—electrics work on either 115- or 230-volt current... gas models on City or LP Gas.

## GAS OR ELECTRIC DRYERS

ELECTRICAL MERCHANDISING—OCTOBER, 1957





# "...Commercial Credit knows the business of financing dealer paper"

says **GEORGE H. LEHLEITNER**, President of  
George H. Lehleitner & Co., New Orleans distributor

"Over the years we have come to look upon COMMERCIAL CREDIT as a sort of partner in our business, as in a sense they are. I am confident the record would reveal that our dealers have financed annually in excess of two million dollars in installment contracts through COMMERCIAL CREDIT PLAN. We take genuine pleasure in recommending COMMERCIAL CREDIT's facilities to our dealers. We are sure they will be speedily serviced, and that collections will be in capable hands. Perhaps most of all, we have been impressed with the fact that COMMERCIAL CREDIT *knows* the business of financing dealer paper. This fact alone has been of immeasurable value to our dealer organization."

## **Commercial Credit dealers are successful dealers**

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?



A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$200,000,000 . . . offices in principal cities of the United States and Canada.

1957 Total  
Revenue  
\$206,224.75  
↓

# A BIG SWITCH IN POLICY MAKES A BIG JUMP IN VOLUME

After years of struggle in Oakland, Calif., a market ridden with cut-price ads and flat trade-in offers, partners Harry Lacey and Fred Maggiora decided that you can't beat competition by joining it. So they dared to be different—and after seven months net is at 6.4 % and volume is up 31 %.

By HOWARD J. EMERSON

story starts on following page

\$200,000

\$175,000

\$150,000

1956 Total  
Revenue  
\$149,327.44  
↑

\$125,000

\$100,000

\$ 75,000

\$ 50,000

\$ 25,000

## BIG SWITCH continued

**T**HE Appliance Center in Oakland, Calif., has increased its gross revenue by 31 percent during the first seven months of 1957 compared to the same period

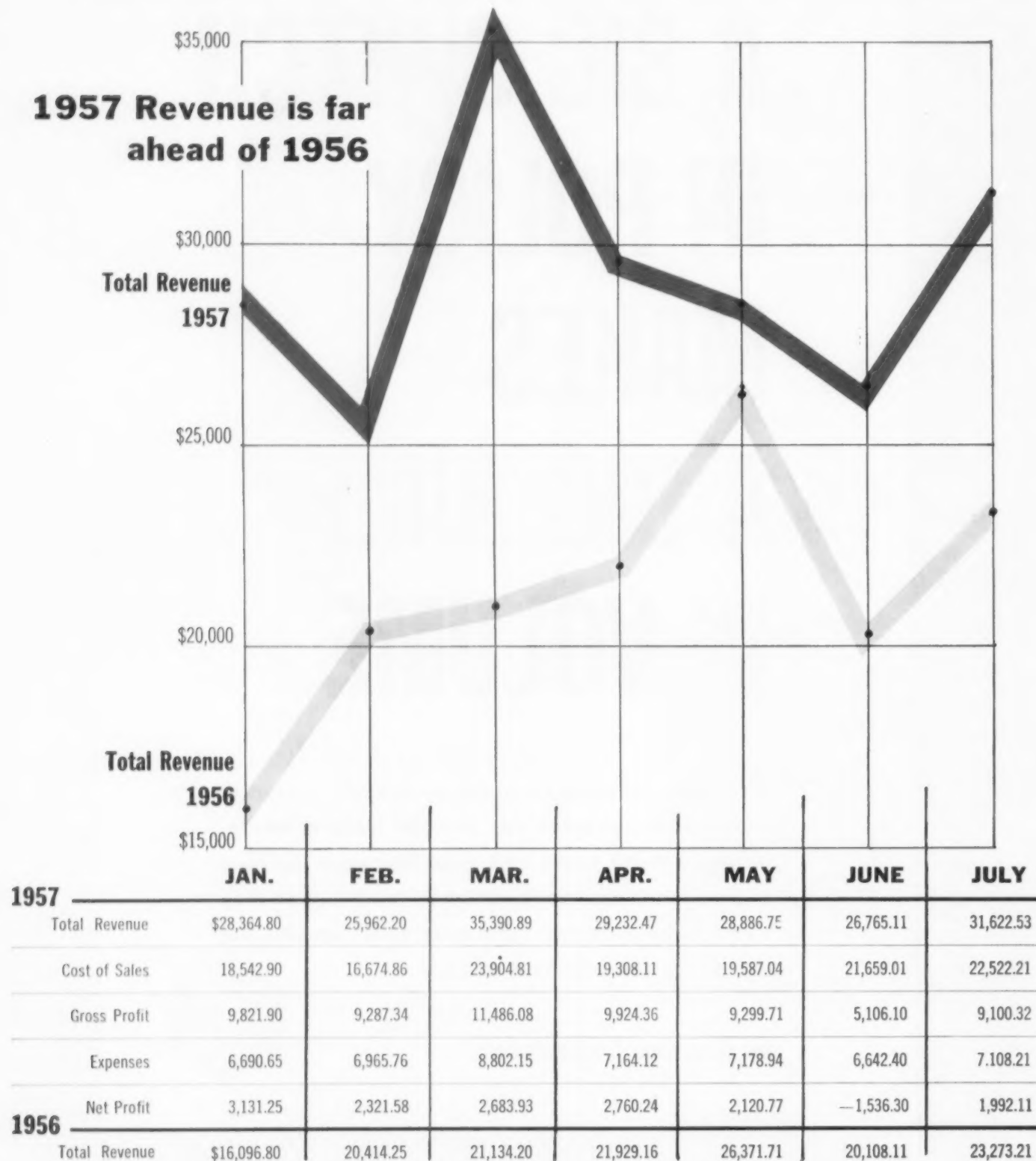
of 1956—\$206,224.75 this year, \$149,327.44 last year. Net operating profit is 6.4 percent so far, and at year end is expected to be over 9 percent.

Partners Harry Lacey and Fred Maggiora have been achieving this success in a market riddled with price-cut advertising, open and closed door discount houses, and other forms of trade diversion, and they have been ac-

complishing this success while the appliance-TV industry in the Oakland metropolitan area (750,000 people) was showing an eight percent decline in sales during the first half of October, 1957.

But the Appliance Center doesn't owe its increasing success to price cut advertising or to operating as a discount house per se. With a volume that may reach close to \$375,000

### 1957 Revenue is far ahead of 1956





for '57 it could hardly be considered one of the new era "mass merchandisers". Partners Lacey and Maggiora have been hitting this pace because they started the year with a basic reorganization of the store's merchandising methods. Basically, Lacey's and Maggiora's program for '57 has been built around these three changes in policy and operation of the Appliance Center:

1. A new advertising and promotion policy that nearly eliminates all mention of price—yet subtly impresses the price conscious public with the idea that the store sells their merchandise lower than competitors' advertised prices.

2. Establishment of a new personality for the store—a symbol giving the Appliance Center a personal identity with prospects and

customers that separates the store favorably from the "dollar-sign" personality of competition.

3. A realistic pricing and selling technique—a means of letting salesmen and management "negotiate" competitively and still leave a known profit.

How each of these policies worked out is described on these pages.



**NO PRICES** in ads has made Appliance Center more competitive in price-cutting market, says partner Harry Lacey. Truckload sale ad shown implied lower prices, brought the store biggest Monday night traffic in years.



**NO FLAT TRADE-IN** is another advertising approach Appliance Center has been using to lure people who have been comparing offers in ads. This ad moved 47 G-E units, later follow-up tied in to sell a total of 31 Maytags.



**PERSONAL APPROACH** was used in this ad to capture attention. Like other Appliance Center ads it features the full-line, makes no mention of specific prices, makes no flat trade-in offers—but always implies bargains.

## How Ads Without Prices Meet Price Competition

"**W**E had to stop being copy cats," says Harry Lacey.

"We had to stop because there wasn't enough profit in it. During 1956, there was practically no appliance or TV advertising in this market other than that which offered a spectacular cut price or a whopping trade-in. Usually all of this was on the same merchandise at any one time because it was cued to some special break distributors were giving their dealers. We were right in there with the rest of them.

"The public was doing its shopping in the newspaper—going from one dealer's advertisement to another's to find the lowest price or the biggest trade.

### Three Tough Problems

"The dealer who advertised the lowest price, or the highest flat trade, set the price

structure for that appliance over the whole market area," Lacey continues. That created conditions which we felt were hurting us:

"1. The only merchandise being pushed in the market was either low-end leaders or specials which the distributor wanted to dump. The people who responded to the advertising had pre-sold themselves on the advertised model and went to the stores merely to further cut the cut price. None of us as dealers were reaching for the people who were interested in new appliances or a new TV but who had not decided on a model or brand or to whom the advertised special just didn't appeal.

"2. As dealers we were offering no incentive to store traffic other than cut prices. Sure, the big outfits like Capwell's, Jackson's and Breuner's had their tie-ins as department stores or home furnishers plus thou-

sands of charge accounts and 50 to 100 year reputations. But independents like Appliance Center—no matter how well we held on to old accounts through service—couldn't appeal to new customers except as another dealer saying 'me, too'.

"We needed traffic—we needed exposure for the displays we have on the floor—we needed a chance to talk to people long enough to tell them that the Appliance Center could sell them almost anything at as good or lower price than anyone else and do it with the backing of services. We had to tell our story personally before the prospects accepted the lowest price offered in the Tribune that morning.

"3. And we were being clobbered by the 'fixed trade-in' allowances which other dealers and ourselves were advertising. Perhaps we were getting our share of the clunkers that weren't worth 10 percent of the flat trade, but we were sure that the prevalence of flat trades in advertisements was keeping a lot of prospects from seeing us to find the true value of the appliance they wanted to trade.

"Because we can move good trade-ins very profitably we were anxious to get those peo-

**MORE▶**

## BIG SWITCH continued

ple to come in and talk with us, but our advertising of a flat trade was discouraging them."

Lacey and Maggiora felt there must be a way out of this rat race, a way to get what they wanted, a way to get the edge over competition while the industry focused its attention on advertising cut prices.

### Decision to Differ

"We decided early in '57 that our only possibility was to strike out on our own, to be different than the rest of the retailers—we had to set the Appliance Center up outside the price advertising race, but yet do it in a way that would keep the public thinking of us when it thought of low prices. And we had to overcome those other problems—we had to get people with late model trades, we had to increase traffic so we could sell from our complete display, and we had to 'kick up a storm' through a program that had imagination and appeal that would keep people watching us regularly. To do this, we worked with Ken Gardner of the Oakland "Tribune" on the succession of advertisements you see here. But the overall result shows on the 'P&L' sheet with gross going to \$120,000 for the first four months of this year compared to about \$80,000 for the same time last year. And if you want to play with figures, this year our gross has increased \$35,-

758.33 while our expenses have gone up only \$5,471.67."

### No-Price Ads Meet Competition

"Getting ourselves out of price-cut advertising actually has put our store into the price-cut market more effectively," says Lacey. "Because our new type of approach is keeping the public watching our advertisements, we seem to be on their mind when they consider the cut-price offer of other dealers. And you can be sure that if Joe Blow is offering a particular washer at \$199, and a prospect 'phones, mentions Blow's price, and asks ours, we are a few dollars under him—other things being equal. And if Zilch offers a flat \$100 trade-in and a prospect wants to know if we'll meet it we usually can say 'yes' and frequently can say 'you certainly should get more than \$100 for that, come in and see us.'"

### No-Price Ads Stop Comparison

"You will notice that our copy doesn't put us out of the price picture—in fact it keeps us very much in it. But, we are indicating to the prospect that we sell at the lowest prices without giving her a price that she can compare with another advertisement or which she can peddle over the 'phone to other dealers. And, notice too, that while the copy is designed to make people realize that our prices are low it doesn't try to draw attention by the word 'price' alone. We've been using other appeals—'We goofed . . .', 'Truckload Sales', 'Wildest Trading Spree', 'Sell-a-Rama'. When we use 'price' it is in the slogan that we think will serve us well for a long time—

'Everything is clearly marked with OUR PRICE'. More and more people are getting the feeling that they should come in and find out just what 'our price' is before they buy anywhere—and that is giving our floor the exposure it must have. If we can't sell enough of them after they come in then we probably need to re-reorganize our selling techniques," comments Lacey.

### Ads Now Push Full Line

"Another pattern we set when we went into this new advertising campaign," he adds, "is to feature more than one product in our copy—sometimes I think that has done as much as the dropping of prices to build our traffic, and it certainly has had a lot to do with our profit going up.

"Remember what I said about our market—all of us were featuring one product, usually a special—this week a refrigerator, next week a washer, etc. Obviously, we were all reaching only those prospects who had some interest in that particular appliance—so while we're pitching a low-end refrigerator, we've got a floor full of all kinds of appliances and TV which we'd like very much to sell.

### New Ads Influence More People

"By switching most of our advertisements to copy that announces we are having a big deal on everything in the store, we are reaching a broader market—and a much more profitable one. With the 'Truckload Sale' we reached everyone who was considering anything in white goods—same with the 'Trading Spree' and the others.

## How a New Store Personality Makes Selling More Effective

"A PERSONAL approach instead of a money approach—that idea came to Fred and me while we were trying to pull ourselves out of the 'me too' group of advertisers featuring cut prices in all copy," says Harry Lacey.

"We wanted to overcome several handicaps, one of which was the fact that the store's name, Appliance Center, was a corporate name without a personality.

"We could have created a personality by featuring our names and then building ourselves up as characters—it has been done. But we didn't want to lose the established value of the name Appliance Center. As a result we decided on several moves:

"First we created a 'spokesman' for the Appliance Center. We figured an animal would have the most appeal. A bear seemed to have the qualities—most people like bears, practically everyone had a 'Teddy Bear' as a kid, and a bear can be drawn gracefully in a variety of positions," comments Lacey.

"We shipped our bear into our advertise-

ment for the first time on October 15. At first he was inconspicuous, but we had big plans for him and they were arranged months in advance. You might say we handled him like a new employee, starting him off in the back room, moving him around until he was ready for the sales floor. We showed him in various poses, sometimes he would be holding a sign that read 'Don't Miss This Sale', that's all.

### Personality Creates Ad Continuity

"Then on March 31, he joined the sales staff—he opened his mouth for the first time. We put him at the top of the page saying 'it's the gol-darndest' when we announced the G-E trading spree. Then we showed him in four poses, carrying old appliances to trade in at the Appliance Center. From then on he was in business as spokesman for Fred and me.

"We feel that the advertisements using the bear have been very successful because they continue to be signed by Appliance

Center which gives reputation, and through the bear the advertisements talk to the prospects personally. It gives a continuity to our advertising.

"For three months we made use of him in that manner. He juggled a stack of dishes while suggesting people buy the Mobile Maid, he looked mournful in the page where Fred and I admitted we'd 'overbought', he sat on the beach while telling prospects that he had a beach towel in exchange for theirs if they'd watch a Norge laundry demonstration, he dressed in kilts to pitch the Maytag Highlander, he whispered in prospects' ears that he had a special price on a G-E refrigerator.

"We know from our own grapevine that the bear was successful. People turning pages stopped to see what the bear offered this week. We had people say 'that washer the bear mentioned'. The Appliance Center now had not only the reputation that had been built up over the years here in Oakland, but it had a personality that stopped pros-

**A PERSONALITY  
TAKES TIME  
TO GROW**



**MARCH** Recently introduced store character merely serves to decorate ads or hold signs.



**APRIL** He starts to move around, attract attention, add cartoon effect to store advertisement.



**MAY** The bear starts to talk for partners, giving them the advantage of first-person mouthpiece.



**JUNE** He comes of age with a full-page contest advertisement designed to capitalize on popularity.



**Hi Folks...**

MY NAME IS "FUZZ BUDGET"  
AND I AM HERE TODAY TO TELL YOU  
FOLKS ABOUT OUR BIG DEAL ON TV...

**JULY** Fuzz Budget is a full-fledged member of the staff, talks to 500,000 people a week.

pects and impressed them. So we were ready for the big event. The bear would become a promotion himself.

**A Personality Is a Promotion**

"On the day the bear took a full-page two-color back cover of the *Tribune's* Sunday amusement section on Sunday he asked the public to 'Come on Folks Give Me a Name in Our Name the Bear Contest.' We offered \$100 in silver dollars to the person who provided the name, also a \$50 certificate to each person who sent in a name. The whole deal was on co-op with G-E, worked out with the GEA boys in Burlingame," Lacey reports.

Lacey and Maggiora felt pleased with the 1,000 or so responses to the promotion. With the judges—one the GEA salesman—they decided on "Fuzz Budget."

The potential of Fuzz Budget has not been used up yet. As spokesman for the Appliance Center, he will have regular promotions to announce. On his first birthday early in October, Lacey and Maggiora will give him a birthday party, and Fuzz will invite the half-million readers of the *Tribune* to visit the store for a piece of his birthday

cake—and he will arrange an attractive group of "specials" in appliances and TV as favors for his friends. He might even reverse the normal procedure and send his friends gifts—presents like \$25-\$50 certificates to apply to any major appliance or TV above a certain price in the store during his birthday week. Fuzz Budget isn't sure yet—but he plans on having a real ball. And, slight coincidence, his birthday week comes just at what most dealers consider the opening of the Christmas buying season.

The use of the bear to give the Appliance Center a personality was but one method put into use to register the store in prospects' minds as a very important place to consider when they were ready for an appliance or TV.

**New Look For Old Store**

"About the time we started the new advertising campaign, we changed the signature to read 'NEW Appliance Center.' We didn't say what was 'new' about it, but it whetted curiosity and it tied in nicely with the different type of advertising we had started to run. Then we started putting in a panel which read 'Watch the NEW Appliance Center.'

We didn't say what to watch for—but I think that it suggested an action by the prospects and it helped focus attention to our new advertising series.

"And then, because we have had some remodeling plans in mind for some time, we considered starting with the outside of the store. It had been painted a brilliant fire-engine red. We decided it was too gaudy so we got an estimate on that and some other changes. We looked at the estimate and decided there were other things more important at the moment. So if we couldn't get rid of the red paint we decided to put it to use. We took the slogan "Where the Red Front Outside Means Red Hot Values Inside." In some copy we use the slogan beside the signature. Other times, when we run a cut of the store, we show the whole building with the first floor, our store, in red, followed by the slogan. Then we got a sign painter to paint 'RED HOT VALUES' in one-foot letters on the red paint under the windows to catch the eye of traffic on Telegraph Ave., and to help identify the store to prospects who have seen the slogan in our advertising.

**MORE▶**



## How New and Realistic Pricing Makes Negotiation Possible and Profitable

"THIS is a price market—and we're in it up to our necks, whether we like it or not," says the Appliance Center's Harry Lacey.

"Now it's easy to be competitive by losing money—what we had to do was to find a way to handle sales so that we would lose very few of them but would make at least a minimum profit on every sale we took. So we set up a system of pricing that has worked beautifully for us during the six months or so we've tried it. Of course, it isn't new—it is a basic method in furniture retailing. We did this:

"1. We tagged every item in the store at the maximum list price.

"2. We coded each price tag with the minimum price that would leave us an acceptable profit.

"Previously we had priced appliances and TV sets with the lowest price at which we could afford to sell it. Nice as those prices were to impress prospects who came in, they were dynamite for us profit-wise. No matter how low the price, it was just a starting point for the prospect in his campaign to get a discount. Because there was very little room, if any, in the prices for us to move, either we lost the sale or we sold at cost," Lacey comments.

"Because we depend for a great deal of our business on taking trades, those low price tags made our offers sound less favorable than some of the competition—even though the net may have been better for the prospect.

### **Advantage of Tagging at List**

"Our new pricing takes into consideration that almost every prospect in our market area expects to get a discount from any price they see posted, and they expect to get an over-allowance in trading in their old appliance or TV. I say 'expect'—I mean they 'demand.'

"But," says Lacey, "having an opportunity to give a big discount or offer a whopping trade can be dangerous on any floor—there must be some safeguard that insures that the minimum profit will be there when we've hit our rockbottom price or reached our top offer in trading. This can be done by having the salesman check with the manager when the going gets tough—and the manager can tell from memory or by check-

ing his sheets, just how far the salesman can go. But that method leaves room for guessing and other chances of error that can end up with a sale but no profit.

### **Coded Tags Insure Profit**

"So we use a code on each price tag. It's as old as the hills but here's how it works for us:

"Take an automatic washer. The tag on it reads \$339.95. The letters at the bottom tell us that \$270 is the lowest we can go and still make our minimum profit. If a prospect comes in with a price from another dealer, we can tell at a glance whether we can meet it or beat it.

### **Coded Tags Help Trading**

"Of course, the code serves the same purpose in offering a trade—the difference between the list and the code shows us right



**CODED TAGS** on all merchandise show the consumer only the list price. Code at bottom tells the salesman how far he can cut it. Advantages, according to partner Lacey, include more sales of high-end models.

away how much we can offer above the true value of the trade.

"Now," points out Lacey, "I know what some dealers are going to comment—'salesmen will look for a quick sale and use that minimum price when they don't have to.' I know it could be used that way—and if it was here we wouldn't be netting around 9 percent. We create this minimum price as a rock-bottom price to move down to slowly when we have to do it to keep a prospect from walking. So we make it profitable to the salesman as well as to Fred and me to have every sale closed at the best possible price.

### **Bonuses on Incentive to List**

"Our salesmen get a flat 5 percent commission on the net sale on new goods, 10 percent on used. Then the salesman gets one-third of every dollar above that minimum price coded on the tag. So you see—if a salesman sells that washer for \$285.00, he gets \$13.50 as his regular commission, plus one-third of the difference between the code \$270 and the price he got, \$285—an extra \$5.00 for his pocket. No salesman is going to toss away the chance at increasing his commission 33 percent by going down to the minimum price until he's forced to," Lacey states.

Coupled with this use of the coded price tag is another approach to pricing that comes out of Lacey's background of experience in managing a department store appliance-TV operation. This might be called "EOM pricing"—end of month pricing that goes into effect when the store's volume has reached a point that covers fixed expenses. It is not a system for novices. One has to know when the gross profit on sales so far has covered those costs that will not go up any more with added volume. When that point is reached, Lacey and Maggiora can authorize a salesman to go below the coded minimum price on any appliance or TV by a few percent—and still make the same net. (Readers interested in how such a formula is developed and how it is applied to store operation should inform **ELECTRICAL MERCHANDISING** and a special study will be presented covering the techniques of several dealers currently using EOM pricing.) *End*

# DO YOU KNOW HOW TO BUY A TRUCK?

You can't deliver refrigerators in a station wagon, nor do you need a stake truck for TV service. What you do need is a truck that will fit your business. Here are the available types, what they will do, what they cost, and how to judge them on the basis of your requirements

**W**HICH delivery truck do you need for your appliance business? Which one will do the best job for you, most economically? Is it a pickup, a stake, a panel, a low-priced station wagon or a van-sized truck?

Almost any truck dealership would be glad to help you decide—if you bought his make. But instead of a sales talk about features and style, let's take a deeper and broader look at the benefits of different delivery rigs and find out which truck can do the best job for you.

First let's talk about pickups. These handy

little buggies are the nation's most popular delivery trucks. In fact, two out of every three trucks on the road today are pickups. But they are not a cure-all for every delivery problem. So, let's find out if you need a pickup, and if you do, how big a model.

The pickup can do more jobs, haul more different types of products, and be adapted to more varied types of work than any delivery truck used today. And it has many practical features for delivering appliances. It has an open box to accommodate tall appliances such as refrigerators and air conditioners. The pickup is easy to load and unload with even

the heaviest appliances. You have plenty of "head room" to maneuver. But of course a pickup does not provide protection from the elements if it is needed.

## *The All-Duty Pickup*

You can probably find a pickup that will exactly fit your hauling needs. Nearly all the seven companies that make pickups furnish three basic sizes. They are one-half, three-quarter and one-ton models. The half-ton models will haul a payload of 1600 to 1800 pounds. The three-quarter tonners will move from 3400 to 3700 pounds and the big one-

**MORE▶**

## Which type truck meets your business needs?

TYPE	PRICE	ADVANTAGES	DISADVANTAGES	RESALE
PICKUP	Lowest	Versatile, rugged workhorse. Variety of makes, models. Easy to load. Big capacity. Will take tall, bulky loads.	Load exposed to the weather.	High
STAKE	High	Biggest capacity. Bulky, tall items. Versatile. Easy to load.	Load exposed to weather. Looks like a truck.	Lowest
PANEL	Low	Best for smaller appliances, radio, TV. Good as mobile repair shop. Better prestige value. Load not exposed to weather.	Too small for big appliances. Load space restricted. Small load.	Low
STATION WAGON	Highest	Good for small appliances. Good as mobile repair shop. Best prestige value. Load not exposed. Use as family car also.	Too small for larger items. Loading space restricted. Smallest load.	Highest
VAN	Highest	Closed truck, more room, bigger loads.	High cost, most "truck" repair and upkeep. Harder to maneuver in traffic.	Low

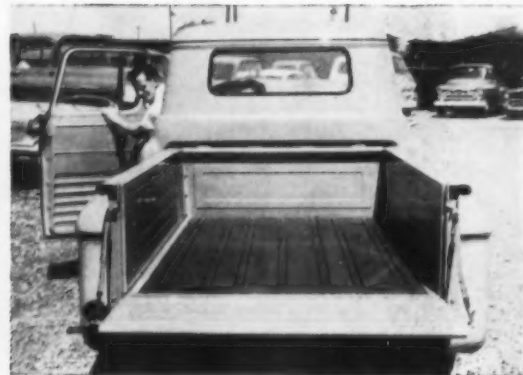
## The pickup is most popular, most versatile



**FANCY** pickups, half car, half truck, are valuable for prestige delivery jobs, include trucks like this Cameo Carrier of Chevrolet, Ford's Ranchero.



**FORD'S** Styleside pickup has body built out over wheels—offering a lot of floor space, but wheel housings inside keep some of it from being useful.



**CHEVROLET'S** pickup body is smooth on the inside, but narrower than Ford. Smooth sides permit even stacking of higher loads, easy cleaning.

## DO YOU KNOW HOW TO BUY A TRUCK?

CONTINUED

ton jobs pack a payload of 3400 up to 4800 pounds. So your only problem is to know how much weight you have to move—then pick your size.

You can also find a pickup that will give you the delivery floorspace you need. Often floor room is more important than weight when it comes to bulky items. Half-ton models have from 27½ to 39 square feet of floor-space, depending on the make you buy. In the one-ton models the floor measures from 36½ to 54 square feet of loading area.

It pays to look carefully at any pickup you buy. Some pickups have smooth sides that extend between the wheel housings. Others

put the sides outside the wheels. This means the housings form a bulge inside the load space. If you deliver lots of big appliances, and need the extra space in front and in back of the wheel housing, the wider body type may work best for you.

### For More Room, A Stake

If the pickup doesn't offer enough delivery floor area for you, but you don't want to get into a really big truck, try a stake. The stake looks more like a truck. It has a flat bed and removable "stake" sides that extend up as high as three feet above the platform.

But these stake bodies are put on the same

basic chassis and cab that takes the pickup bodies. So you can usually find the same one-half, three-quarter and one-ton models with either pickup or stake bodies.

On the Studebaker Transtar trucks for example, there are three pickups, two 8-foot models and a 9-foot model. Each comes with optional platform and stake body. They are 8 and 9 feet long and 6½ to 7½ feet wide. This is a completely free loading space that provides tops in payload and utilization.

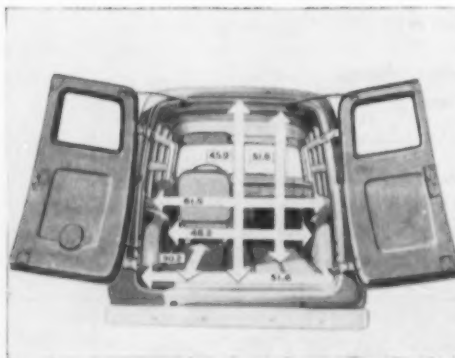
In the field of small stake trucks you have five makes to choose from. Studebaker, Ford and Dodge all make three stake trucks and Chevrolet and GMC have two small stakes. Prices on these will run about \$200 to \$300 more than for a pickup.

Even though a pickup is a truck, there isn't any complicated "truck" upkeep on a pickup

## Panels are ideal for service



**DODGE'S** half-ton panel shows that a small panel is ideal as a second truck to handle small delivery jobs or for service.



**INTERIOR** measurements of Ford panel truck are similar to those of other makes. Panels offer small cargo space but great loading maneuverability.



**HALF-TON PANEL** made by Chevrolet offers eight feet of space, steel slides on wooden floor to help in loading. This will carry about 1,400 pounds.





**DODGE'S** half-ton pickup also provides straight interior sides plus a flat "rest" space at top of sides.

## Stake trucks carry more, cost more



**FIVE COMPANIES** produce small stake trucks, but only Ford makes a half-ton model. Stakes offer more floor space than pickups, cost \$200-\$300 more.



**THREE-QUARTER TON** stake truck made by Chevrolet offers, like other makes, completely free loading space.

or a stake. Actually they are little different from a car. On most models the engine is practically the same—or a little smaller than that used in passenger cars. Upkeep is about the same as for a car, but frequent maintenance servicing is a must. Remember, pickups and stakes are ruggedly built—and with proper servicing they will take a lot of punishment.

### Resale Is Important

Of the five delivery rigs we're talking about, the resale value of the pickup ranks second only to the station wagon. Many people buy used trucks, just as they do used cars. Pickup trucks are usually easy to trade or sell—and you will get back more of your original purchase price than you would on a similar make panel truck or stake.

Let's say you've decided you need a pickup or a stake. You have bulky items to deliver that you couldn't stuff into a station wagon or panel truck. You have heavy stuff that would go into the other two, but you would play hob trying to load them. Besides, you like pickups for delivery work. O.K., now which make and which model? Seven major companies produce pickup trucks. They are Chevrolet, Ford, Dodge, GMC, International, Willys, and Studebaker. Ford, for example, has nine distinct models of pickups, four in each of two body styles and its luxury delivery truck, the Ranchero. Chevrolet has five separate pickups including its dressed-up model, the Cameo Carrier.

Pick the truck you need by what you have to haul, how much, how often, how far, and in what community. After that it's easy.

Cost of pickups varies with almost every dealership. Shop around. Don't take the first deal offered and if you have a trade make the salesman talk in terms of money difference. That is, how much money and your old pickup or other trade, the new rig costs. Curiously, pickups are the lowest priced of these five delivery wagons.

The smallest pickup by Ford, Chevrolet and Dodge will run somewhere between \$1626 and \$1942. A panel truck hits the \$1900 to \$2200 mark and the lowest priced station wagons of Ford, Plymouth and Chevrolet run about \$2300 (that's stripped of accessories, of course.)

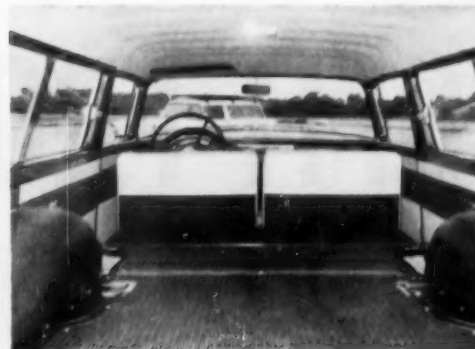
### For Big Delivery Jobs, A Van

For the appliance store with really big delivery jobs, you'll want a bigger chassis and  
(Continued on page 88)

## For prestige, try a wagon



**PLYMOUTH'S** Custom Suburban has widest rear opening of three low-price station wagons, features a window that rolls down into tailgate.

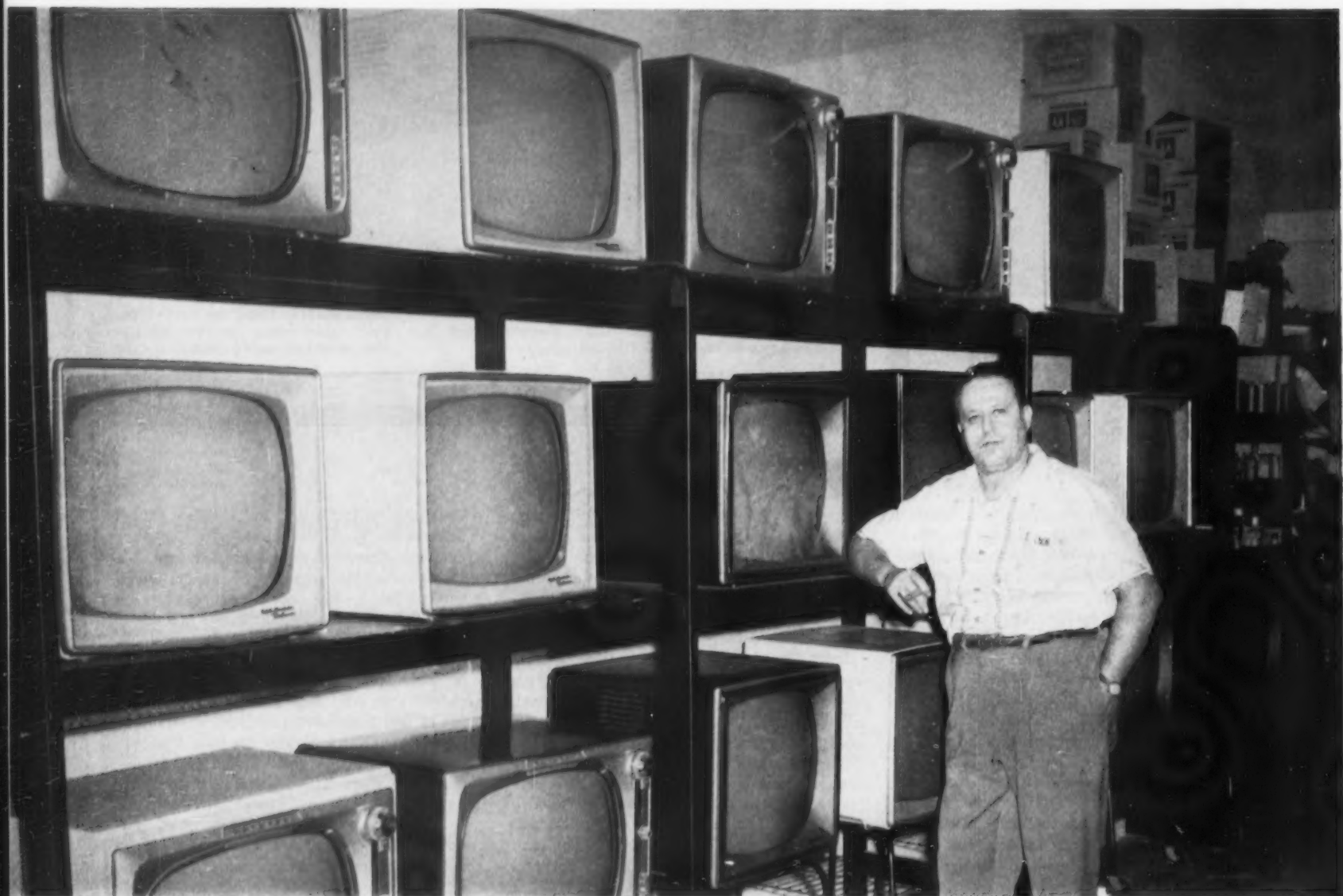


**RANCH WAGON** is the low-end model in Ford's station wagon line. Station wagons are handy as spare delivery trucks and for radio-TV service.



**CHEVROLET** station wagon, like Ford and Plymouth, makes a handy second car for the appliance dealer.

**SETS TO SELL** are displayed on the left wall...



# **TWO WAYS TO PROFIT FROM TV**

Partners Lou Goodman and Sol Wexler do a \$167,000 business at their Atlas TV Center in Miami Beach by both renting and selling television sets

By **BILL McGUIRE**

## ...the right wall shows SETS TO RENT



**M**IAAMI Beach is America's playground. It's also the stamping ground of some of the country's sharpest television customers. Most of them laugh at list. Many can quote wholesale prices faster than the old folks at home in Cedar Rapids can spin a dial.

Clearly, a TV retailer must have a little something extra on the ball to survive and prosper in an area such as this. In the case of Atlas TV Center, Inc., 736 71st Street, Miami Beach, diversification within its field has proved the answer.

Established six years ago by expatriate New Yorkers Sol Wexler and Lou Goodman, Atlas racked up a volume of \$167,000 last year, and is currently running 5% ahead of that pace. The firm is doing it by exploiting every potentially profitable facet of television merchandising.

Atlas sells television from the floor, rents television and services television. But Atlas

also sells television through rentals, through service and through home trial. Though these four functions of sales, rentals, service and home trial are often interdependent, none is permitted to show a loss.

The deceptively small store's sales floor is split cleanly down the middle. The casual observer sees two large display racks, one against the left-hand wall, the other against the right-hand wall. To him, they look alike—but the key to the firm's operation is in the difference between these racks.

Sets for sale are in the rack at the left; sets for rent are in the rack at the right. All are current, with DuMont, Motorola and RCA Victor among the brands represented.

Straight sales are worked on a markup-over-cost basis, figured on the individual set or lot. List is relegated to a supporting role. Wexler and Goodman find that list is losing its charm, even in the "was-is" school of selling. Too many Miami Beachers know  
(Continued on page 90)



**SET DELIVERY** is facilitated by handy Volkswagen Van and by fact that all sets used for rentals are 21-inch table models—21-inches because they are harder to steal, table models because one man can deliver and install.



Dealer Melvin Ross comes out ahead on both new and used washers. Well-trained salesmen combined with vigorous merchandising of used appliances allow him to make

## TWO WASHER SALES FOR ONE



**T**EAMWORK pays off in sports, why not in merchandising? That's what Melvin Ross, manager of Griffith's Appliances in Albuquerque, N. M. wondered. Because he tried it, Griffith's volume topped \$400,000 in 1956 and will approach the \$500,000 mark in 1957.

The Albuquerque dealer's program embraces three major points: sales training, com-

pensation and benefits, and close coordination in sales activities.

Sales training sessions are held twice weekly with distributor representatives from Westinghouse and Maytag, the two major appliance lines carried at Griffith's. A third meeting is held at the end of each week where the men thresh out the various personal problems in selling.

The meetings with distributors give the men an opportunity to perfect sales pitches. There the men make sample pitches into a tape recorder. Playbacks give each of them a chance to analyze the effectiveness of the other's pitch, and to get advice from distributor representatives.

### \$250 Monthly Guarantee

Compensation is set up so that each man is guaranteed \$250 monthly. He gets this amount on up to \$2,500 in sales. Beyond this, he receives 4 percent of the next \$2,500 and 7 percent for all sales after that. In other words, if a man sells \$5,000 in merchandise in a month's time, he'll draw \$350. If he should sell \$7,500 in appliances, he receives the \$350 plus \$175 or a total of \$525.

A two-week vacation with pay (\$175) is given salesmen. The store also presents each man with a \$100 bonus at Christmas and pays  $\frac{1}{2}$  of a group insurance and hospitalization policy.

Five salesmen—including one who works on the outside—make up the sales force.

Post-sale demonstrations not only play a big role in keeping customers happy, but also help fill the pocketbooks of salesmen who make them. Use of Tide and Dash in home demos gets the store \$1 from the detergent manufacturer. The salesman and the store each receive 35¢ and a kitty gets the remainder.

A \$12 weekly car allowance encourages salesmen to sell outside—but only following  
(Continued on page 72)



**PRODUCT** knowledge sessions are held twice weekly. Dealer Ross (left) believes that by knowing his product's features well, the salesman can better sell away from price.



**HOW DOES** his sales pitch sound? Here, Maytag representative Howard Herbert records L. A. Sanchez' pitch. Other salesmen and Herbert will analyze the playback to help Sanchez improve his talk.



**NEWSPAPER** advertising takes most of Ross' budget. He stresses price, but usually on low-end merchandise. Terms are given, too, and both factors leave an impression of being competitive.



**ALL** prospects' names go into these "Prospect Books." This assures protection on commissions for 30 days should another salesman make the sale when Bill Valdez is off the floor.



**THE STORE** frequently has home economics classes visit to see the latest appliances. Distributor officials conduct the "tours", allowing salesmen to remain free on the sales floor.

**MORE ▶**

**ON ITEMS** other than washers, trade limits are coded on a sales tag at half the amount allowed. Prospect is shown this but after a "conference" with Ross, a salesman can raise it and leave impression prospect is getting a special deal.



**HOME** demos avoid nuisance service calls and provide leads from the user, but they also afford salesmen a chance to get extra money through use of Tide or Dash in the demos.

## TWO WASHER SALES FOR ONE (Cont.)

up leads they secured in the store. The men work staggered shifts, one day from 8 am until 1 pm, and on the following from 1 until 5:30 pm.

### "Prospect Book" Used

Cooperation enters into the merchandising picture because of the staggered shifts. If a man on the floor had a prospect walk out on him, but expects the potential customer to return when he's off, a fellow salesman will close the sale and the first man receives the commission. This is accomplished by use of a "Prospect Book" in which the prospect's name is placed. The salesman is protected on his commission for 30 days should the sale be made by someone else. If no sale is made, the salesman can re-enter the name, but unless he does he loses protection. And he must also note on the book the fact that he did follow up on the prospect either by phone or at home.

"Perhaps the biggest advantage of this program," Ross says, "is that the men are not hesitant about leaving the store. They know that if one of their prospects is coming in, another man can handle it and he won't lose the commission."

Salesmen also are encouraged to use the user in getting leads. If a customer provides leads that result in sales, the store pays the user \$5 for each sale. The store assumes this expense on the justifiable theory that it is

another added incentive to the salesman.

About 60 percent of leads result from newspaper advertising that draws prospects into the store. Users account for 30 percent and referrals 10 percent. Ross spends about 2 percent of his volume to advertise. Newspapers are used 80 percent of the time. With only two papers in town, a morning and afternoon issue, he can feel certain most residents will read ads. The dealer's ads usually feature the lowest priced appliances and point up monthly terms. Ross thinks this gives the impression of competitively low prices. Ross also looks to the future by inviting home economics classes from the high schools and the University of New Mexico into his store to view the newest in electrical living. He arranges for distributor officials to do the talking. This assures a top-notch sales pitch, leaves his salesmen free to work and lessens the commercial aspect of the invitation to the store—though Ross hopes the young people will return in time.

### Sell Appliance on Merits

Because he feels his salesmen are well paid, Ross insists they sell an appliance on its merits. Price frequently enters into the picture, but the store will not let its gross profit on a net sale go below 28½ percent.

When price becomes an issue, it often turns out that prospects want more for the trade-in. To handle this problem, Ross has

a trade-in schedule for laundry equipment which lets the men know just how far they can go. On other items, such as ranges and refrigerators, sales tags are coded. Thus, for an electric range, the code at the bottom of the ticket may read "0035." This means, to the salesman, that he should first tell the prospect he can offer \$35 for an old range. If the prospect balks, the salesman knows he can double the \$35 figure—but that's a maximum. What happens in practice is that a salesman will hem and haw, then raise the trade-in allowance to \$50. If the prospect remains balky, the salesman excuses himself for a hurried conference with Ross. Of course, they both know the salesman can go to \$70, but the prospect doesn't. Still, the prospect is entranced with the thought of getting a special deal, so when the salesman returns with a final offer of \$70, the prospect is ready to accept.

### Middle Offer Most Accepted

"It works pretty well," Ross says, "and we still come out with at least our 28½ percent gross profit. Frequently, we don't have to go to the conference stage—the prospect will accept the middle figure."

"A good point to remember," adds the dealer, "is that the prospect is trying to out-sell your salesman—your man is trying to sell a new appliance, the prospect an old one. Your man must be the better of the two."

As junk, these traded-in washers would bring dealer Ross about \$5 each. Because he reconditions and

resells them for an average of \$90 . . .



## The Second Sale Makes a Second Profit





**SIDEWALK DISPLAY** of used washers is an important part of Griffith operations. Some are kept outside at all times.



**SOME USED WASHERS** at Griffith's are artfully placed on the sales floor among new appliances just to make sure people will be aware that they are available.

**G**RIFFITH'S has about 200 used washers on hand. When sold, the average sale will amount to \$90. Subtract about \$25—the store's investment in each of them—and you get a profit of \$65 per unit. Since an average of \$40 is given in trade, the store actually increases its markup on new appliance sales by \$25.

When this happens, of course, dealer Melvin Ross can either show an above-average gross profit on overall sales of between 35 to 40 percent, or he can drop slightly in profits to be more competitive. It gives Ross considerable leeway in his overall merchandising program.

#### **Gets Additional Leads**

In addition to being able to boost profits, the store gets hundreds of added customers on the books which provide sound leads for future contact on new appliances.

"There's no question in my mind," says Ross, "that trade-ins are important to a store's profit picture. When you allow a customer anywhere up to \$60 for a trade-in, you're cutting your new appliance sales margin. The only way to get it back is by reselling what the customer sells you."

When a trade-in comes into Ross' store, it automatically is inventoried at \$5, regardless of what the customer was allowed on the trade. Ross cites 3 reasons for doing this:

1. By bringing the trade-in's value to a bare minimum, he gets a truer picture of his financial state since he may junk the unit

later on for \$5. You don't always have in the used washer what you give for it, he says. If you allowed \$60, it may only sell for \$35 or \$40—or be junked for the \$5 at which you inventoried it.

2. It's better to take the loss (in profit on the new appliance) when taking in a trade and thus figure your profit on the new appliance sale before reselling the old washer. This gives you a chance to figure what immediate profits are in relation to the cost of doing business in the event a majority of trades have to be junked. It's a matter of protecting initial profits on a sale. Thus, if resold, the old washer enhances profits and the trade-in's true value is reflected.

3. By inventorying the 200 old washers at \$5, insurance premiums are lower, since they are based on \$1,000 instead of an \$8,000 inventory. After all, Ross insists, there's no point in paying insurance on something that's not worth anything unless resold. He knows he can get \$5 for each unit as junk, so why not insure it at that value?

#### **One Serviceman for Washers**

Although 8 servicemen comprise the store's service department, only one works exclusively on rebuilding of used washers. Since he also works on some customer repairs, his salary of \$300 a month is covered by such repair work and does not need to be tagged on to the cost of rebuilding trade-ins.

As a result, with an average of \$20 worth of parts going into used washers, the store's

total investment (including \$5 for inventory) is \$25. With the average used washer sale pegged at \$90, this means that when Ross adds the \$25 to the average \$40 allowed for the trade, he comes out with an additional \$25 more for the new washer—over and above the price-with-trade tag.

Incidentally, the store does not check trade-ins before closing a new appliance sale.

"If you tell a person you want to see their trade before closing a deal, you'll have them shopping elsewhere. You must nail down their sale before they leave the store."

#### **Set a Limit for Trade-ins**

"You should set a limit on what you will allow on a trade and stick with it. You have to figure on junking so many old machines anyway. The number varies, so it's hard to get an iron-clad rule here. But if you let your good trades secure enough added profit for use, it won't be hard to make up for the junks and you'll also get the profits given away in a trade," Ross adds.

Another point the dealer stresses is to prominently display used merchandise. He keeps several washers outside his store at all times. A few are placed on the sales floor among new appliances, but the bulk are kept in a separate room away from the regular sales floor.

"There's no point in hiding used merchandise. If they are important to your sales and profit picture—and mine are—then you have people know you carry them," Ross stresses.

*End*



**WRONG WAY** to sell high fidelity, says J. G. Bradburn, is to take a prospect into a demonstration room and confuse and shock her with a bedlam of sounds.

## A QUIET WAY to Sell Hi-Fi

**Twenty percent of the prospects who visit Bradburn's Li'l Pal store in Houston, Texas, don't even know most phonographs have three speeds. So he takes time to educate them in high fidelity—and finds it worth \$100,000 a year.**

By **FRED A. GREENE**

**H**OUSTON dealer J. G. Bradburn, Sr., is not a school teacher by any means. But he has had plenty of experience in educating—the hi-fi prospect, that is.

As a result, Bradburn's Li'l Pal, Inc., will have passed the \$100,000 mark in yearly sales by April 1—just about double the 1955-56 figure.

"We've had good success," Bradburn points out, "by trying to stress just what hi-fi is and that the cost of hi-fi is up to the individual's impression of sound reproduction.

"We do not try to tell our prospects that they'll get a better hi-fi set by spending more money. That's not true. Hi-fi, we tell them, is what an individual considers a faithful reproduction of what is on record or tape.

For one person, hi-fi (or faithful reproduction) may be heard on an expensive system. For another, the inexpensive set may reproduce a true hi-fi impression."

### **Three-Step Process**

Li'l Pal's displays bear out Bradburn's educational program. A hi-fi prospect is first taken into a room and shown the lowest priced phonographs. Inexpensive but more costly consoles are played for the prospect in the same room so that he may compare the difference in sound. From this room, he is ushered into a second display area where more expensive consoles are played, again for comparative purposes.

The third step is into a components room

where a large variety of speakers, players and amplifiers are kept. These are the so-called real hi-fi components that gives the 'nth degree of reproduction.

During this listening process, no sales pitch is attempted.

### **Show Variety of Hi-Fi**

"We simply try to show prospects the variety of hi-fi available. This serves three purposes:

"First, it creates additional interest, makes the prospect more curious about it and truly points out the differences in sound reproduction.

"Second, by not trying to sell right away, we leave the door open for getting a prospect to step up the price ladder. He may have come in, for example, for a \$300 set but is more impressed with the \$500 system and he can sell himself on it—he doesn't feel he's being pressured into a more expensive unit.

"Third, suppose a prospect decides on an inexpensive unit. By letting him listen to the more expensive models, we have given him something to look forward to when he can afford either a better set or components. Thus, we make an initial sale and most likely



an early repeat sale," Bradburn points out.

Perhaps another reason for the step-by-step procedure is that the prospect who may be looking to replace his old phonograph with another inexpensive one, can be taught the "components story." In other words, Bradburn tells him, by adding a good speaker, the prospect can get an excellent start on a really fine system. Next, he is told, buy a good player, then an amplifier and finally a tuner.

#### Look To Future Sales

"This way," Bradburn remarks, "we can sell the customer good components from time to time and he'll also be able to build himself a fine hi-fi system—all with his original phonograph as the starter. By not pressuring

him into the whole works at once, he appreciates our concern for his pocketbook. Incidentally, by bringing about frequent trips to our store, the hi-fi customer often buys records from us that he may have purchased elsewhere."

The important thing in selling hi-fi, Bradburn continues, is not to scare prospects away because of cost. Dealers must realize that public curiosity and interest has been aroused and a vast market exists—but only if the public is made to realize the advantages of hi-fi, what it does and that it need not be an expensive hobby.

As an example of public ignorance about the music business in general, the Houston dealer recalls that some 20 percent of the people who come into his store—for records,

phonographs and service—don't know there are three speeds available on players.

Along with his in-store educational program, Bradburn has embarked on an advertising and direct mail program that is largely institutional.

#### Hi-Fi Show Gives Him Name

Frequent mailings are directed to persons who have purchased records or phonographs at Li'l Pal or visited the store's booth at Houston's first hi-fi show last year. All persons who registered for prizes were put on the mailing list—which also was used to advise the five winners of \$10 gift certificates the store gave away. This, Bradburn believes, created initial readership interest in his mailings.

(Continued on page 98)

## BRADBURN'S RIGHT WAY TO EDUCATE A PROSPECT



**FIRST LESSON.** Novice prospects at Bradburn's Li'l Pal shop are first asked to listen to a record as it is reproduced on low-cost hi-fi phonographs.



**SECOND LESSON.** A step up in both price and high fidelity is a demonstration of packaged hi-fi units. The same record is used to facilitate comparison.



**THIRD LESSON.** In components room the prospect can listen to 18 different combinations, by now has achieved basis for judgment of quality—and price.



**FOURTH LESSON.** Building of hi-fi system is demonstrated by playing a phonograph through a good speaker. Tuner, amplifier can be added later.





**TRADITIONAL** customers looking for complete services with their appliances shop at Kistler's downtown store, put up with parking difficulties.

# LEGITIMATE AND DISCOUNT



**BARGAIN HUNTERS** flock to Kistler's former warehouse store located next to a 300-car parking lot, get low prices, but no free services such as delivery or demonstration, no fancy frills.

George Kistler of Topeka, Kansas, has done what a lot of dealers would like to do—opened a discount house in addition to his regular store. So far, the two operations complement each other

**G**EORGE KISTLER, who is co-owner of a well established, traditional appliance store in the downtown Topeka, Kansas, shopping area, recently opened another store, Kistler's Bargain-Barn, which is an out-and-out discount house.

"We might as well face the fact that we are operating in a negotiating market," Mr. Kistler says. "We must offer a choice of high-cost service, or none, if we are to cut costs, pare down overhead and keep a profit.

"The majority of 1957 customers want to dicker. Shopping has become an almost universal customer trait. The best answer to these changing trends is to cater to the crafty inner-man that prompts most of us to seek deals. The customer no longer wants to subsidize the dealer. He's afraid of us growing

fat and he wants to raise his standard of living on the same number of dollars. He likes to trade with a volume dealer he thinks is working on a low dollar margin."

The Bargain-Barn was carefully located about half a dozen blocks from the downtown area in an old flatiron building at the back of a 300 car parking lot for one of the city's largest supermarkets. Antenna kits, traffic appliances and garden supplies help pull more traffic into the store.

Pricing is simple and logical. Bargain-Barn wholesale price is 15 percent over dealer's carload price insuring the store a 15 percent markup. Selling is in-the-crate, but customers can go on from there and buy delivery, installation, tube warranty and service if they want it.

Part of the program's success results from the way prices are marked. Two-faced tags 8½ by 5 inches have on one side a picture of a slate with the legend "You can save money" and room for list price. The opposite side of the tag has "Bargain-Barn" in large letters followed by "Wholesale price with trade in," "Installation labor," "Service Labor" and "Kistler's life-time tube warranty seal."

Another tag in a different color reads, "Marked Down" and has the monthly payment rate and the number of months. Back of the tag is blank. When a sale is made, the salesman puts down all the figures in the deal on the blank side of the tag: sale price, tax, services purchased, etc., thus misunderstanding on the part of the customer is minimized.



**GIMMICK** that makes service customers out of TV buyers is a lifetime picture tube warranty that becomes void if any other firm breaks the back seal.



**IN CONTRAST** to the Bargain Barn operation, Kistler's regular store provides traditional services to please the most demanding customer.

# Kistler Sells Both Ways



**TRAFFIC BUILDERS** at the Bargain Barn include such items as charcoal grilles, lawnmowers, do-it-yourself antennas, juvenile furniture.



**IN-THE-CARTON** sales are the rule at the Bargain Barn and items like table model TV and air conditioners are usually carted home by the purchaser.

There just isn't any negotiating on the store's Bargain-Barn wholesale price. The customer can dicker on items like delivery, warranty, service, etc., but the burden of negotiating falls on the customer instead of the salesman. If the customer has no trade-in, he is charged from \$5 to \$50 depending on the item, and dollar figures are always quoted because customers understand them better than percentages.

When trade-ins are reconditioned and resold the store and the salesman split net down the middle. This gives the salesman a vital interest in the trade-in. The system attracts top-grade salesmen and leaves enough leeway to keep walk-outs at a minimum, since the Bargain-Barn wholesale price insures a 15 percent markup. Sixty percent of the deals

which are made at the Bargain-Barn include trade-ins.

The pricing system catches the customer who wants to buy at wholesale including installment terms on a carrying charge. That includes a wide variety of kinds of customer, including the one who talks long and loud about how he buys everything wholesale, the one with just so much cash to spend for an item, and the "Turnpike Bargain Hunter." The new Kansas Turnpike puts Topeka customers only about an hour's drive from Kansas City, Missouri, a center of large promotional and discount houses.

The Bargain-Barn sells most of the trade-ins received at the downtown store as well as its own. Mr. Kistler finds there is an active market for reconditioned appliances. Largely

the buyers are customers who would otherwise probably not buy a new appliance.

Generally the used appliance buyer has a valid reason for his spending limitation. Frequently the reasons are temporary and the customer often returns in a few months or a year to trade for a new appliance. Trade-in selling is a good method of keeping customers for the store.

According to Kistler, service is becoming an increasingly important factor in appliance merchandising. Some Topeka merchants refuse to service appliances they do not sell in an effort to combat discount selling. "Sundowner" servicemen sometimes leave a trail of dissatisfied customers behind.

All these factors put the pressure on service  
(Continued on page 102)

# MAJOR APPLIANCE SERVICE

**EDITOR'S NOTE:** Preceding articles in this series were *How to Get Started* (Oct. '56), *Repairing Conventional Washers* (Nov.), *Repairing Automatic Washers* (Feb. '57), *Repairing Rotary Ironers* (March), *Repairing Electric Clothes Dryers* (May), *Repairing Electric Ranges* (June), *Repairing Vacuum Cleaners* (Aug.), and *Repairing Dishwashers* (Sept.). Single tear sheet copies of some of the series are available free while they last. Write Editor, Electrical Merchandising, 330 West 42nd St., N. Y. 36, N. Y.

By P. T. BROCKWELL, Jr.

## 9. Repairing Refrigerators

**Since many servicing dealers don't have enough repair work to justify a refrigeration specialist, the one all-around repairman has to know enough to take care of most refrigeration problems. Here is the basic information he'll need to take care of most of the troubles with hermetically sealed units**

**I**N the thousands of relatively small and medium-sized communities the country over, rarely does one of the servicing dealers receive enough appliance repair calls to warrant his hiring two full-time servicemen—one for refrigeration, the other for electro-mechanical appliances. And though such a two-man setup would be ideal, most of these dealers need but one major-appliance repairer—a good all-round man. This means that if you intend to work in one of these areas—no matter how adept you are at repairing the other appliances—you must understand the fundamentals of servicing refrigerators, at least those having sealed mechanisms.

If you have a good background in general refrigeration service you are ready now for the specific training provided by most manufacturers for their servicing dealers' repairmen.

On the other hand, if your experience and training have been chiefly on the electro-mechanical appliances, with little or no refrigeration work, this installment will serve as a steppingstone to the manufacturer's spe-

cific training which necessarily must follow.

But in view of the vastness of an over-all study in refrigeration, we must limit this discussion to the servicing of refrigerators equipped with hermetically sealed mechanisms; fortunately, such will constitute all, or nearly all, of your household refrigeration work.

Don't overlook the possibility, though, that there may be in your area a few domestic machines, particularly freezers, whose mechanisms cannot be renewed as a unit. And no matter how expert you become at servicing sealed-mechanism refrigerators, you should not attempt to open the refrigerating machine proper unless or until you have acquired the special training for that exacting branch of refrigeration service.

And even if you are qualified by training or experience to open a refrigerating machine, unless you already have the numerous special tools required for that work, it may be well to farm out or refer such calls to the nearest manufacturer's servicing agency or to a local refrigeration repair specialist, for in a one-

man shop you may average less than one job of this kind a year; and if that be true in your area, it would hardly pay you to tie up your money in special tools and other equipment which would get such infrequent use. It follows, therefore, that you should decide at the outset how you will handle such business so that you will not inconvenience your customers with unnecessary delays.

Now for the benefit of your appliance servicemen who wish to augment your other skills with sealed-unit refrigerator servicing, here are the fundamentals in a capsule.

### Operating Principle

Though the design and number of one domestic electric refrigerator's components may differ somewhat from those of another, the basic operating principle of most machines is quite similar.

**Purpose of Refrigeration.** Elementary as this may seem, it is essential you keep in mind that heat is a form of energy; and that cold, a relative term, merely expresses a lack of heat. Hence, the purpose of refrigeration is to remove heat from a place where it is not desired and dissipate it elsewhere.

**Two Physical Laws.** In order to understand the function of the refrigerant, it is equally essential that you familiarize yourself—if you haven't already—with these two physical laws: (1) when a liquid is boiled or evaporated, heat is absorbed by its vapor; and (2) a vapor may be restored to its liquid state by compressing it and/or by extracting heat from it. The latter is termed *condensing*.



**The Refrigerant.** There are many kinds of refrigerants, each having peculiarities of its own, but only two characteristics need concern us here: (1) at atmospheric pressure, they boil at a temperature well below the freezing point of water, and (2) their vapor, when sufficiently compressed, can be condensed at room temperature.

Refer now to Fig 1 as we trace one operating cycle of a refrigerating machine.

**Evaporator.** In the hollow spaces surrounding this freezing chamber, let us assume that liquid refrigerant under low pressure is boiling because the temperature of the interior of the cabinet and its contents is considerably above the low-pressure boiling point of the refrigerant. Thus, heat from the surfaces of the evaporator is being absorbed and carried away by the refrigerant as its vapor passes into the suction line. For the same reason that a kettle of water will continue to boil so long as there is water in the kettle and enough heat applied to raise the water temperature to its boiling point, this process in the evaporator will continue so long as there is liquid refrigerant therein and the cabinet and its contents give off sufficient heat to raise the temperature of the refrigerant to its low-pressure boiling point.

**Compressor.** Through the suction line and into the compressor the heat-laden vapor now passes where its pressure is raised to a degree that it may be condensed at room temperature. Upon leaving the compressor, the hot, high pressure gas, to which some heat has been added during compression, passes into the condenser.

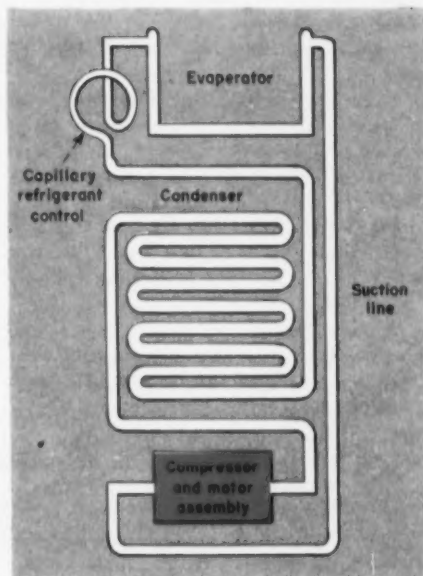
**Condenser.** This device is situated so as to afford maximum ventilation of all its surfaces and some of them are aided by a condenser-cooling fan. Now since heat, as it leaves a substance always travels toward a cooler place, the hot, high-pressure gas will yield its heat to the condenser as it passes through, thereby restoring the gaseous refrigerant to its liquid state; and the condenser will dissipate its heat into the room.

But since the refrigerant in the evaporator has to be under low pressure, there must be a refrigerant control between the condenser and the evaporator.

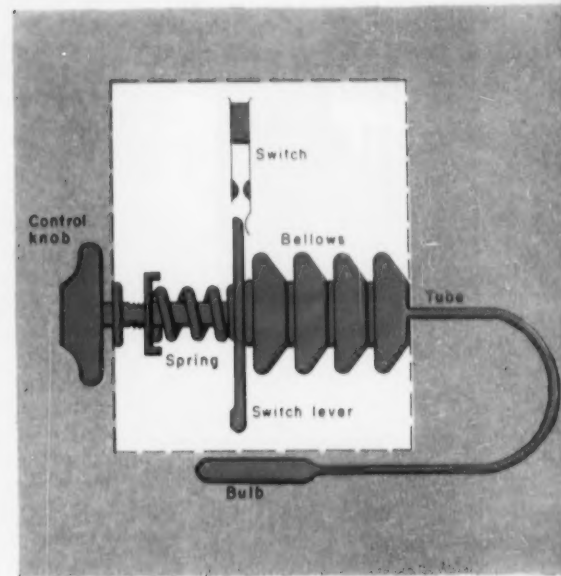
**Refrigerant Control.** This device acts as a throttle to retard the flow of high-pressure liquid refrigerant and reduce its pressure as it enters the evaporator. In other words, if something were not interposed between the condenser and the evaporator to regulate the flow of refrigerant, it would be impossible to put it under pressure.

Several kinds of refrigerant controls are used—such as float-actuated valve types and others using a valve action—but the capillary tube system, used by a number of manufacturers, is the simplest and most readily understood. This is nothing more than a length of extremely small-bore tubing interposed between the condenser and the evaporator. This device restricts the flow of refrigerant to the degree that the compressor can maintain a high pressure on one side of the capillary, while on the other, the refrigerant sprays into the evaporator under a much lower pressure. Hence, the liquid refrigerant now under low pressure will again

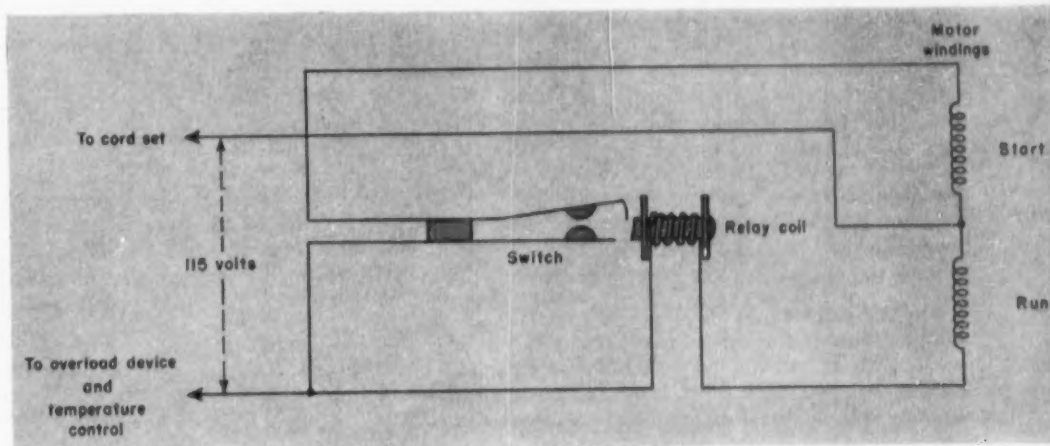
**MORE▶**



**FIG. 1.** Simplified diagram of the operating cycle of a refrigerator. Liquid refrigerant boils in spaces around evaporator as it absorbs heat, vapor passes to compressor, high-pressure gas travels to condenser where it gives up its heat and returns to a liquid, and, finally goes through the refrigerant control, which acts as a throttle to control speed of its passage.

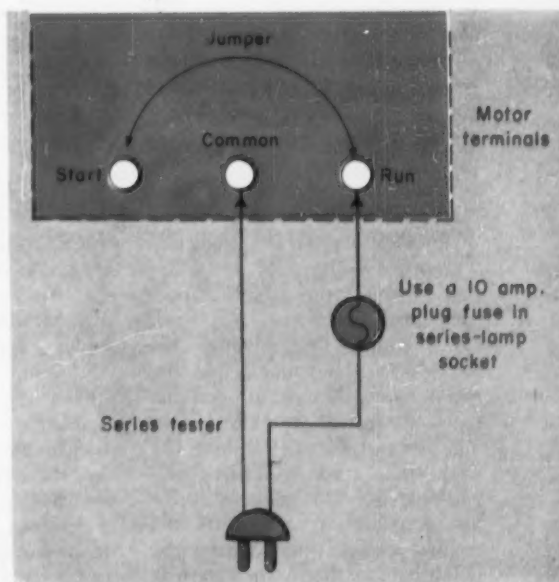


**FIG. 2.** Simplified temperature control. This switch maintains the right temperature in the cabinet by automatically starting and stopping the compressor motor. The control illustrated here is operated by a temperature sensitive substance in bulb, bellows and tube. As the temperature changes on the surface of the evaporator the bellows will contract or expand to actuate the switch.



**FIG. 3.** One style of magnetic relay situated outside the unit of a hermetically sealed refrigerator. The low resistance coil of an electromagnet reacts to a flow of power by developing enough magnetism to attract the magnet's armature, movement of which closes contacts to energize the motor's starting winding.

**FIG. 4.** If the refrigerator hums but will not start the starting switch contacts in the relay may be burned or damaged. Sometimes tapping the case of the relay will seat the contacts. If this does not work the machine can be tested directly by bypassing the relay with a test cord like the one shown.



**AUTHOR'S ACKNOWLEDGMENT**—In the preparation of four of the nine articles published to date in this series, and particularly this one on refrigeration, the author gratefully acknowledges the assistance of Robert J. Shonert, Service Manager for Robert L. Painter, Electrical Appliances, Chester, Pa.



### Refrigerators (continued)

boil at a temperature well below the freezing point of water and the cycle is repeated.

If, however, this circulation of the refrigerant continued uninterrupted, virtually everything in the refrigerator would freeze. It is the function of the temperature control to maintain a suitably low temperature in the cabinet by starting and stopping the compressor automatically.

**Temperature Control.** In Fig. 2 is illustrated in simplified form one type of control wherein a bellows actuates the temperature control switch. Tubed to the bellows is a bulb which is clamped to the evaporator. The bulb, tube, and bellows are charged with a substance which expands and contracts proportionately with even slight changes in temperature. Hence, the temperature control switch responds to temperature changes on the surface of the evaporator.

**Starting Relay.** Instead of the centrifugal starting switch such as is used in general-purpose split-phase motors—and with which you are no doubt familiar—hermetically sealed refrigerators use a starting relay situated outside the unit. Two types in widespread use may be classified broadly as magnetic and hot-wire.

In one style magnetic relay, diagramed in Fig. 3, the low-resistance coil of an electromagnet is connected in series with the motor's running winding. The coil is so designed that when power flows through it to the running winding with the motor at rest, sufficient magnetism is developed in the coil core to attract the magnet's armature, the movement of which closes contacts to energize the motor's starting winding. As the motor approaches its full running speed, its current consumption diminishes and the magnetism in the relay coil's core diminishes proportionately. This allows the relay armature to return to its original position where it will open the circuit to the motor's starting

winding. Many magnetic relays have a thermal overload switch built into the same case.

In one type hot-wire relay the expansion and contraction of the hot wire, which is connected in series with the motor, is utilized to actuate not only the starting switch, but also an overload device. When the motor is at rest both switches are closed. Then, when the temperature control closes the motor circuit, the hot wire begins to heat and expands enough by the time the motor approaches its normal running speed to open the starting-winding switch. The motor's running current will hold the temperature of the hot wire high enough to keep the starting-winding contacts open. If, however, the motor becomes overloaded, the hot wire will develop in a moment enough heat from such a high-amperage current to expand even more whereby it will open both switches thereby interrupting the motor circuit entirely.

**Automatic Defroster.** There are many different styles of automatic defrosters, but to avoid confusion we shall limit our discussion to one type, parts of which are common to several.

In one kind of electric-heat defrost system, the evaporator is fitted with a heating element which is turned on by the control when defrost is called for. Into the temperature control of this mechanism is built a clock which is so wired that it runs only when the door is open and the unit is running. When about six minutes of unit operation with the door open has accumulated, the control shifts to the automatic defrost cycle, whereupon the electric heater is turned on and the unit is shut off. The defrost cycle ends when the evaporator temperature reaches about 62 degrees at which time the control shifts back to normal operation.

**Refrigerator-Freezer.** Such a combination unit affords ideal, individually controlled temperatures for the two large classifications of foods to be refrigerated—fresh and frozen. There are several different designs of two-temperature systems, but the one we have selected for this discussion—and we have space enough for only one—will suffice to acquaint you with the principle.

One type of two-temperature machine consists of a primary system for the freezer, which is quite like the refrigerating machines discussed earlier; and a secondary refrigerating system for the fresh food compartment—either of which can be renewed without disturbing

the other, for there are no internal connections between the two systems.

The evaporator of the secondary system consists of tubing fastened to the outside of the fresh food compartment liner. Heat from the liner and from the contents of the fresh food compartment is absorbed by the vapor of the refrigerant as it boils. The vapor passes up through the tubing to the secondary system's condenser, which is nothing more than some of the same tubing formed into a "hairpin" and clamped to the back of the freezer evaporator where the temperature is low enough to condense the secondary system's gaseous refrigerant without compressing it. Now restored to its liquid state, the refrigerant returns to the fresh food compartment evaporator and the cycle is repeated.

The temperature of the fresh food compartment can be varied by the user through the secondary system's control dial which acts upon a valve-type refrigerant control in the secondary.

The primary system in this design uses a bellows-type temperature control like that described earlier.

### Servicing Machines Which Fail to Start

The generalized servicing suggestions under this and the next three heads deal with some of the more common ailments of domestic electric refrigerators, many of which will apply equally well to freezers.

**Open Circuit.** With the exception of control failure, you will not be confronted with many "silent nonstarters" in servicing refrigerators, for an open circuit in the machine's wiring is by no means a frequent cause of trouble. What few you do come across, though, be sure to begin at the beginning by checking first the cabinet light to ascertain whether power is being delivered to the refrigerator.

If that test discloses that power is not reaching the refrigerator, check next the supply circuit. If the supply circuit is all right, inspect the cord for obvious damage, particularly at the ends where a burnoff is more likely to occur. Use a series tester if you wish, but this is not usually necessary, for cord failure in refrigerators is extremely rare. If you cannot isolate the open circuit to the cord, look for the most readily accessible check point where the cord connects to the refrigerator. (For this, the wiring diagram in the manu-

facturer's service manual will prove helpful and timesaving.)

But seldom will you need to go through all the steps just outlined. Oftener than not you will find some noticeable exterior damage to the cord—crushed or cut, perhaps, from having been caught under a heavy piece of kitchen furniture or under the refrigerator itself.

**Temperature Control Test.** If the cabinet light indicates that power is flowing to the refrigerator—and remember, we are still talking about "silent nonstarters"—the first checkpoint usually is the temperature control. But since a somewhat different treatment has to be used with automatic defrosters, we must divide the temperature control testing plan into two parts. Let's take the manual defrost control first.

To minimize disassembling while testing, there are four steps to follow in checking for an open circuit in a simple manual defrost control such as was described in the preceding section: (1) turn the control knob to its highest point (for maximum refrigeration); if the control switch fails to close, (2) try turning the knob back and forth with a jerky motion in an effort to detect faulty contacts in the switch; if that fails, (3) expose the control shaft and tap it gently in an effort to detect poorly seated contacts; and, finally, (4) expose the terminals in order to short circuit them and bypass the control entirely. With respect to step 4, it may be to your advantage in some instances to modify the procedure, depending upon the make and model under test; for example, you may be able to short circuit the temperature control loop at a more readily accessible point than at the control itself.

If the control switch appears to be sound but the bellows will not actuate it, you may logically suspect a weak bellows or a leak in the bellows, the tube, or the bulb. Generally, you will have to renew the entire control assembly if any part of it is faulty, but your service manual will tell you what sub-assemblies within the control, if any, may be renewed in the field.

In testing a temperature control which also actuates an automatic electric-heat defroster, your purpose is about the same as that for the foregoing—to bypass the control momentarily—but you must keep in mind one important point peculiar to this kind of automatic defroster: a "silent nonstarter" may be in the automatic defrost cycle but resumption of normal operation is so long delayed by failure

(Continued on page 108)



# How far can a big appliance-maker go to help its dealers?

Let General Electric Dealer Beatrice Greenberg answer that question for you...

A few months ago, she racked up the biggest room air conditioner transaction in Philadelphia-GEA history—350 General Electric Thinline Room Air Conditioners in a single sale.

A big factor in this success was the active help of her General Electric Sales Counsellors. As Mrs. Greenberg says, "When General Electric calls a man a sales counsellor, he really is a sales

counsellor—and a big help all the time to dealers like me."

## It began in 1954

Mrs. Greenberg and her husband Abe are co-proprietors of the New Jersey Plumbing Supply Co., in Trenton, N. J. The story begins 3 years ago, when Mrs. G., as she is called, decided she wanted to specialize in General Electric because "They always had the best products and the best reputation."

She got off to a good start. In her first 8 months, she sold 800 General Electric units. Mrs. G., an experienced sales woman, says she learned a lot from her sales counsellor, Charlie Nott, and his successor, Harold Eldridge.

One day a few months ago, she heard a rumor that the Broad Street Bank in Trenton was considering installing air conditioning. Immediately she got in touch with Eldridge who in turn contacted Nott, recently returned from a special training meeting on room air conditioners at Appliance Park.

The next day Mrs. G. and sales counsellors Nott and Eldridge called upon the bank officials. Nott presented the features and benefits of the General Electric room air conditioner. The bank agreed to consider General Electric.

A few more meetings took place, and then the bank gave Mrs. G. the good news; she had the order. One big reason was, of course, the product.

But another was that the bank officers were impressed with the fact that a company as large as General Electric would go so far out of its way to help one of its dealers.

Mrs. G. now has orders from 2 other Trenton banks. She is doing twice as much business as she did before joining General Electric. Soon the Greenbergs plan to open another Trenton store.

Their success is making us just as happy as it is them. For as we have said before, *what is good for General Electric Dealers is certainly good for General Electric.*

General Electric Company, Appliance and Television Receiver Division, Louisville 1, Ky.



Left to right: Charlie Nott, Beatrice Greenberg, Harold Eldridge

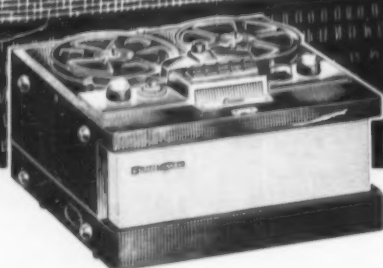
*Progress Is Our Most Important Product*

GENERAL  ELECTRIC



# NEW from V-M

## The FIRST and ONLY Portable Tape Recorder to Play STACKED and STAGGERED Stereo Tapes!



V-M tape-o-matic Model 714 — two-channel, dual-speed monaural record and playback, all-stereo playback. No other portable tape recorder does so much so well.



The Voice of Music Stereo Tape Library. *Silk, Satin and Strings*, dreamy pop favorites. *Big Beat with Mike*, Mike Simpson and his Big Band. *Lighting the Torch*, Jay Norman Quintet with Vocalist Nancy Wright. *Symphony of Dance*, Musical Arts Symphony conducted by Leonard Sarkin. *Christmas in Stereo*, the John Halloran Chorus and the Sarkin Strings.

**V-M Pioneering does it again!** Now you can sell a portable tape recorder without equal anywhere. **BRAND NEW Model 714 tape-o-matic®** plays Stacked AND Staggered stereo tapes at the flip of a switch! It's all yours—and with it goes the full profit margin V-M always gives you!

**Never before have you had such sales edge!** Not since V-M introduced the **FIRST** Popular-priced stereo-play tape recorders have you had the market all to yourself like this! And think what this **NEW V-M** development can mean to you in tape sales: You'll sell your entire recorded stereo tape inventory—stacked OR staggered!

### TO HELP YOU SELL: THE FIRST STEREO PROMOTION OF ITS KIND!

**THE VOICE OF MUSIC STEREO TAPE LIBRARY** is the hottest early-Fall promotion ever! With every V-M stereo tape-o-matic you sell, you can include a sensational "stereo starter set" of **FIVE** stereo tapes recorded especially for V-M! Top tunes, top stars, a deluxe boxed **VOICE OF MUSIC STEREO TAPE LIBRARY**, attractively packaged! It's a Genuine \$40 value!

But that's not all! Your V-M distributor will back you up with a complete program—mat ads, in-store displays, window banners! **YOU NEVER HAD IT SO GOOD!**

What's more, this is your **BIG OPPORTUNITY** to sell the complete Voice of Music portable tape recorder line—Models 710 and 711—as well as the **ALL NEW Model 714!** Remember, simple V-M Stereo Conversion Kits adapt them both to play **EVERYTHING** in stereo tapes!

Call your Voice of Music distributor. Sample shipments are beginning now. Promotional material will follow early in October. Get set for the hottest fall business in history! Sell a **Unique NEW PRODUCT** with a crowd-pulling **NEW PROMOTION!**

\*Slightly higher in the West.

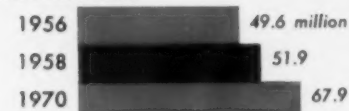
**the Voice of Music®**  
V-M CORPORATION BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

#### POPULATION



#### HOUSEHOLDS



#### RESIDENTIAL CUSTOMERS



#### RESIDENTIAL KWHR SALES



To electric utilities a rapid growth in population, households and residential customers means a tremendous increase in electrical consumption. And, according to *Electrical World's* forecast,

# AS UTILITIES BOOM, SO WILL APPLIANCES

By JOHN DECKER

**A**PPLIANCE-TV dealers can take considerable cheer from the 8th Annual Forecast of the Electrical Industry, 1957-1970, recently published by *Electrical World*.

According to these figures the population of the United States is increasing currently at the rate of 2.9 million persons yearly. Even more dramatic growth is scheduled for the 1960's when the bumper baby crop of the post World-War II period begin their experiment in housekeeping. *World's* estimates conclude that by 1960 population growth will increase annually at the rate of 3.5 million persons. Boiled down to its simplest terms this means that by 1970 the American economy will be supporting a national population of some 212.7 million persons, an overall increase of more than 26 percent over the 168.2 million of 1956.

Annual kWhr sales will have come close to tripling their present average use during the next ten years. In 1957, for instance, consumption of electricity will amount to 7.2 percent more than the 2,969 average of

1956. Even more substantial will be the increase during the following years; 11 percent higher in 1958, and growing to an annual average electrical usage of 7,901 kWhr by 1970, an increase of more than 206 percent over 1958. But perhaps the most interesting feature of these statistics to the reader of *ELECTRICAL MERCHANDISING* is the fact that a healthy proportion of this increase will be brought about by the increasing use of electrical appliances. And, such use will be helped along by proportionate drops in the average kWhr cost of electricity to the consumer. *World's* study indicates that by 1970 these will have slipped back from the present 2.56¢ per kWhr to 2.3¢, an overall drop of 10 percent.

#### Disposable Income and Appliance Purchases

Electrical living will have become more of a matter of course by the year 1970, and the appliance dealer will benefit accordingly. *Electrical World's* survey points out that consumer disposable income will have increased 31 percent by that year, with a re-

sultant increase in the use of comforts afforded by electric living. Part of this comfort will be brought about by many of the familiar electrical appliances on the market today, but it is probable that these standbys will have been augmented by a host of new products and applications. (See *Electrical Merchandising*, July, 1957, p. 69; "The Biggest Changes are Still Ahead.")

#### Housing: On the Upgrade

The housing industry, caught at the moment in a tight money squeeze and a low level of family unit formation has an increasingly healthy future predicted. The survey predicts housing starts of some 950,000 units in 1957, and increasing activity spiraling upwards to 1,050,000 units in 1958; 1,200,000 in 1959 and 1,275,000 in 1960. Much of this increase will be brought about by Congressional moves to ease the mortgage-high interest situation. And, as already pointed up earlier, the increased number of family formations in coming years will provide steady impetus to the building industry.

(Continued on page 106)

*Get Full Margin..*

**BEAT**

**THE**

**PROFIT**

**SQUEEZE**

*top-quality sales pitch  
gives you wider margins  
right up the line*



Royalist Washer \$349.95\*

Royalist Dryer \$299.95\* (Gas)

Royalist Dryer \$249.95\* (Electric)

Convertible Washer \$279.95 (Automatic)  
\$229.95 (Semi-Automatic)

Quality automatics, semi-automatics, gas and electric dryers, wringer washers, ironers . . . the works, all point to wider margins, bigger profits with Blackstone. Trade-up is easier, yet you carry no unnecessary inventory. Exclusive franchise protects your sales area.

### **Blackstone quality sells customers, keeps margins wide**

Today customers want the best and can buy the best. But they must be told and sold with a quality sales pitch.

You sell the best when you sell Blackstone. Blackstone has long been noted for its quality—for value, excellence in workmanship and performance. *This quality has earned Blackstone the lowest service costs in the industry.*

You demonstrate Blackstone's quality story with quality features. Show stainless steel inside and out; tangle-free, tapered tub design; new, Red Petticoat washing for dainty fabrics; infinite water temperature selection; lint-free rinsing; unique models . . . and more.

### **Blackstone helps you sell to the top**

With Blackstone you sell a full laundry line. There's a model for every laundry prospect. Trade-up is easy and each model has the high margin you need for healthy net profits.

Blackstone's colorful, new sales kit puts customers in the buying mood to help you close sale after sale. Learn about Blackstone today.



with the new complete **Blackstone** laundry line



Super Dryer \$189.95 (Electric)



De Luxe Wringer Washer \$184.95



Super Wringer Washer \$149.95



Standard Wringer Washer — Promotional Model

Figures are recommended List Prices (slightly higher in west). \*Add \$20.00 for stainless steel top.

### A. Blackstone Royalist Washer Model 350

Here's your top money maker from Blackstone. Feature for feature the Royalist meets and beats competition. Its recognized value commands the price that can net you full, healthy profits. The Royalist puts you into the rapidly expanding prestige class with tangle-free washing, overflow flush rinsing, infinite temperature range, full-fabric laundering . . . and more. Top available in stainless steel or durable white silapon.

### B. Blackstone Royalist Dryer Model 293-193

Beautiful Royalist dryer gives you a matching laundry pair for highest profits. You sell drying heats ranging from room temperature to 190 degrees; up to 90 minutes of drying time; exclusive lint and moisture control; 3-position door for ease of loading and unloading . . . and more. Available in gas or electric, stainless steel top or durable white silapon finish, the Blackstone Royalist dryer sells even your hardest prospects.

### C. New Blackstone Convertible Model 251-252

Only washer that converts from semi-automatic to fully automatic operation, with easily installed control panel. As semi-automatic your customer has complete control of entire wash cycle . . . hands never touch the water. As a fully automatic the convertible is equipped with water temperature selection, automatic timer and cold or medium rinsing. Unique 3-rinse method removes lint, soap and scum. Automatic panel lists at \$50.

### D. New Blackstone Super Dryer Model 192

As a companion piece to the Blackstone Convertible, the super dryer should account for a fat percentage of profits. Feature packed, the super dryer gives up to 90 minutes of drying with effective control of lint.

### E. De Luxe Wringer Washer Model 331

Big, 10-pound capacity, with insulated tub. New streamlined deluxe wringer of welded construction. Automatic timer starts and stops washer after selected period of time. Triple cleansing Hydractor action. Durable supramamel finish.

### F. Super Wringer Washer Model 130-A

A 10-pound capacity washer with definite "eye-appeal." Fully enclosed wringer column adds to massive beauty. Bar release safety wringer. Triple-cleaning Hydractor washing action. Easy rolling casters. Durable supramamel finish.

### G. Standard Wringer Washer Model 136

A quality-built, low priced washer of 8-pound capacity. Bar release wringer with automatic water flume and polished hand rests. Plastic agitator. Precision-built mechanism with case-hardened steel gears.



*Join the Force*

- distributor and dealerships available
- clip this coupon for further information.

# Blackstone

America's oldest washer manufacturer  
SINCE 1874

*Blackstone, the quality line that sells to the top*

Blackstone Corp., Dept. MI,  
1111 Allen St., Jamestown, N. Y.

Show me how I can make more money with Blackstone

Name \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

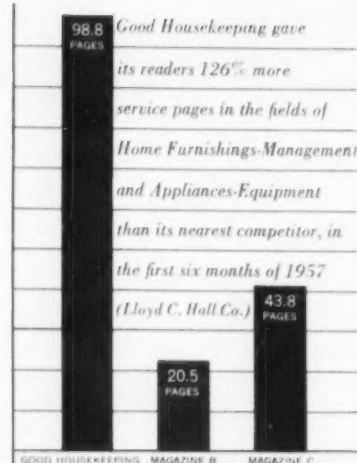
City \_\_\_\_\_ State \_\_\_\_\_



## The *Confident* Wife whose job is *laundress*

Monday wash day? No more! Today's young wife "feeds" that machine on any—and often every—day of the week! Her family is bigger...their wardrobes are larger...more clothes are tubbable than ever before.

Of course she wants the newest news about washers and dryers. She wants to buy the right soaps, detergents, bleaches and all the other new laundry aids to make her job easier and better. She wants to know just *how* tubbable and color-fast each garment is. That's why she turns to Good Housekeeping, the magazine that gives her more pages on home management and equipment, more washday facts tagged on every garment shown editorially. And she knows that every product, every claim on every page, editorial and advertising, has been examined by the famous Institute. The Good Housekeeping reader learns by, lives by the magazine that gives her more facts, more confidence!



The buying guide of 31,000,000 women  
(Crossley)

## She's so sure when Good Housekeeping says so

The September issue reached a high of more than 4,100,000 (Pub. Est.) A HEARST MAGAZINE





**NINE FOOT** driveway formerly was an open corridor between furniture store, left, and Community garage at the right, above, until . . .



**SECOND STORY** and extra cinder block wall converted the driveway to a store. Recessed front and colored flagstones help to give store a snappy look.

## ***Modernization in Miniature***

Pearl River dealer Frank Ringner demonstrates how he made a . . .

# ***Display Center Out of a Driveway***



**ACTUAL WIDTH** of store is dramatically highlighted by dealer Ringner. Pegboards and electric housewares will go on right wall.

**F**RANK Ringner of Pearl River, N. Y. has been in radio and TV for 20 years. Several years ago the 43-year-old Ringner operated a modest service shop on the town's main street. Then he decided the driveway beside a 45-foot building he owned would be ideal for his service operation, even though it was only 8½ feet wide.

Front to back the area ran 89 feet. An architect worked up a floor plan and builders estimated it would cost \$3500 to put a single story wall and roof on. Ringner decided to add a full story and occupy only the driveway area. Even with steel stairways and a big second floor, his new area still cost him under \$4000.

Last year his volume went well above \$50,000. But half of this represents sales. He first sold electric housewares last fall. And he is toying with the idea of putting a few major appliances on his floor, proof even a driveway allows a dealer to expand. *End*



**ACTUAL LAYOUT**, top to bottom, gives service 40 feet, office 8 feet, showroom 40 feet. Picture, colored walls, pegboards heighten effect.





# HOW TO BUY A TRUCK

STORY STARTS ON PAGE 65

engine with a special van-type body. Those bodies are made by many companies throughout the United States. They are almost like small moving vans, but are attached to the truck frame in one piece as a pickup body.

They are up to eight feet high and provide ample space for loading and delivering even the largest appliances. Typical of the chassis models for hauling of this type are the Dodge Model 400 and 500. The 400 model hauls up to 15,000 pounds gross vehicle weight. It's bigger brother will take up to 18,000 pounds—or about an 8-ton payload. Both of these models also come with stake bodies.

Chevrolet also has trucks in this class. One is the 4100 model that can haul up to 14,000 pounds gross vehicle weight. The low cab forward 5000 models pack up to 19,500 GVW—and you shouldn't ever have more refrigerators than that to deliver at once.

Ford produces a similar type of chassis model in the F-500 and the F-600 that will haul 15,000 and 19,500 pounds. Any of these models could be fitted with a special van body or with a platform stake body.

If you need this size truck, rely on your dealership truck salesman to help you find the kind of a body you want. The van will help protect your deliveries from wind and weather, and keep pesky hands away from your merchandise. But here you get into a bigger truck, and more "real truck" service and maintenance problems. Again, know your dealership truck man, and rely on his help and his judgment.

## Panels Star With Small Appliances

But what about a panel truck for your deliveries? Panels are relied on by thousands of dealers of small appliances across the nation, because they will do the job just as well as a pickup, they have no "weather" disadvantage, and they have a lot more prestige value.

Panels will meet your needs if you are a small-appliance dealer, or if you specialize in radio-TV; want a quick-trip truck for use in service of smaller appliances; need a second delivery rig to supplement a pickup to handle small delivery items.

The rear door opening on most

panel trucks is about 46 inches by 50 inches. That's no spot to squeeze a 15-cubic-foot refrigerator into.

Most panels have a long load area from front to back. The smallest model produced by Dodge, Ford and Chevy will haul a payload of about 1400 pounds. That allows for a load length of some eight feet from rear door to front seat. Some models have only a driver's seat and this allows for carrying longer items up to almost 11 feet.

Upkeep on a panel is no problem—it's similar to a car, but regular servicing is a must. Resale value is low.

Your choice of make and model of a panel truck is much more restricted than that of a pickup. Of the seven manufacturers who make pickups, only five of them make panels. Chevrolet has two panels and a Sedan Delivery model that's a cross between a panel and a station wagon. Ford has one panel and a deluxe job called the Courier, which is a companion to the Ranchero pickup. Dodge produces only one panel and it's in the 1400 payload category. GMC turns out two panels that are identical to those of Chevrolet except the nameplates.

Your panel will cost about \$200 more than the same size pickup.

## Panels Best For Service Setup

The ideal truck for your service rig is a panel. Either the  $\frac{1}{2}$  ton or the 1 ton panel will work equally as well, depending on how much you have to carry.

The big job would work well for a TV-radio repair truck that must also carry several sections of ladders needed to service some TV antennas.

A simple metal rack can be fitted easily and cheaply to the top of the panel roof to hold these ladders.

Inside, the walls can be sectionalized into bins with either wood or metal. A good carpenter can turn out a custom made set of shelves for both sides designed to hold the most called for parts and supplies your repair man needs. This still leaves plenty of room on the floor for boxes of spare picture tubes, antenna boxes, pole sections, and new sets.

Cost of outfitting a truck in this manner varies according to how extensive your bins and storage set-up

is. But the whole thing shouldn't cost more than \$100.

The panel is ideal for this job because it can be quickly and easily locked to prevent theft and disturbance of tubes and supplies. The ladders on top are not so tempting and can be secured by a simple chain and padlock.

Second choice for an easy service rig is a standard pickup chassis fitted with a special utility body. These utility bodies consist of specially built metal sides for the pickup body that come cab-window high and are loaded with drop leaf doors concealing many shelves and bins for spare parts and needed equipment. These open to the outside. This still leaves the floor of the pickup available for hauling items to install.

This type utility body is becoming popular with radio, television and refrigeration repairmen.

## For Prestige, Try A Wagon

Don't overlook the station wagon. There's much to say for using a station wagon for deliveries. One of the biggest reasons is taxes. The wagon can be used for deliveries during the day, and serve as a very handy "second" car at nights and during the week-ends.

The station wagon again fits best into the small appliance field. Radio-TV is a perfect slot. Or the wagon can be a second delivery rig to be used as needed to take the pressure off the larger delivery truck. It can be used for service calls on smaller appliances, running errands. Many TV houses use station wagons as mobile repair shops for service calls.

Dealers are now turning to the station wagon for deliveries in exclusive residential areas strictly for prestige reasons.

If you're thinking of writing off most of the cost of a wagon to taxes, stick to the low-price-three cars. The two-door, two-seat, bottom of the line model will do your job perfectly well. It costs less, and works just as well in its dual role.

Factory suggested list prices for the big-three run almost the same. Ford's Ranch Wagon is quoted at \$2,300, Chevrolet's 150 Station Wagon runs at \$2,307 and Plymouth's Suburban Deluxe (wagon) runs \$2,330.

Incidentally the used-car market in station wagons is tops. You can

get very good prices for used wagons almost anytime, almost anywhere.

One other type of delivery truck deserves mention. That is the Forward Control truck you see most milkmen and breadmen use on their rounds. These trucks offer compactness, ease of maneuvering in crowded city streets and good looking "billboard" sides for company advertising.

One such model is the Boyertown forward-control body on a Dodge "postoffice-type" chassis that has a 95-inch wheelbase. That is a shorter wheelbase than any of the other trucks mentioned here. This particular Dodge comes with 5,100 or 6,000 pound GVW ratings.

## Lift Gate For Muscles

Lugging a big range or a freezer around can strain a lot of muscles, but today the delivery man has some mechanical muscles to help him. The hand truck of course is essential. And now the job of moving that big box up onto the truck can be done easily by the use of a hydraulic or electric lift gate.

These gates lower level to the ground, then mechanically rise to the level of the truck where the appliance can be slid or rolled in and loaded.

Even pickups can be fitted with lift gates like these. One small model for a pickup will hold 800 pounds and can be installed on almost any pickup for about \$500. These can be run electrically if there is no place for a power take off on the pickup transmission.

Many stores are asking for one ton stakes for their delivery trucks, and equipping them with a 1000 pound lift gate.

For the bigger rigs with vans or van trailers, several types of 2,000 pound lift gates are available. These cost a little over \$1,000 installed.

Now, which delivery truck will serve you best? List your needs: how much of a load? how much floorspace? big or small items? Then pick out the type and size truck that fills those needs.

After you decide which type of truck you are going to buy, shop around. Buying cars and trucks these days is a horsetrading job. Know what you're dealing for, who you're dealing with, and drive a hard bargain. In truck selling too, this is a buyer's market. —End

## THERE'S NO SINGLE PRODUCT...

that makes for an all 'round successful appliance dealer. Today's search for sideline products proves the point, and in a forthcoming issue Electrical Merchandising will report on fringe merchandise and of its growing importance

## ... For the Radio-Appliance-TV Dealer

*Here's why Frigidaire is the Dynamic Leader in the Home Laundry Field.*

# 1958 FRIGIDAIRE ULTRA-CLEAN WASHER RATED No.1

for **CLEANEST CLOTHES** ... for **LINT REMOVAL** ... for **DRIEST SPIN**

BY U. S. TESTING CO., INC.

Largest, most diversified testing organization of its kind in the world. Founded 1880. In tests of six leading automatic washers under controlled laboratory conditions. Reports #29123 and #29123-A, dated May 2 and May 10, 1957

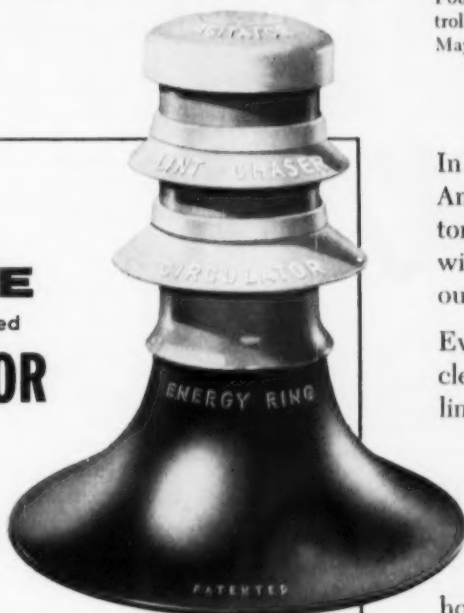
*Only*  
**FRIGIDAIRE**  
has the exclusive, color-keyed  
**3-RING AGITATOR**

Washes Clothes up to  
50% Cleaner—freer  
of lint than other  
leading washers

*Plus*  
**AUTOMATIC DYEING**

Special distributor, under cap at top, releases  
dye, evenly mixed, under water. No fuss, no muss,  
no boiling or straining—no streaking or spotting.

Only Frigidaire has a  
**BUILT-IN SUDSWATER-SAVER**  
in every model  
**AT NO EXTRA COST**



In recent tests conducted under the watchful eyes of America's most famous independent testing laboratory, the new '58 Frigidaire Ultra-Clean Automatic, with its exclusive 3-Ring Agitator, outwashed and outperformed all other national brands tested!

Even the *lowest* priced Frigidaire model got clothes cleaner—freer of lint—spun drier—than top-of-the-line competitive models costing up to \$175 more!

But even *that's* not the whole story.

Frigidaire *also* provides a built-in SudsWater-Saver in every model—at no extra cost.

Needs no outside tub. Stores and keeps hot water hotter, suds livelier—*inside* tub.

Frigidaire *also* features *all-fabric* washability in every model.

Frigidaire *also* offers the beauty of new Sheer Look Styling—and the choice of four brilliant colors, *at the price of white*.

So you see why Frigidaire dealers are *going to town* with the new 1958 Frigidaire line.

And you see why Frigidaire is today's dynamic leader in the home-laundry field!

*FRIGIDAIRE is on the march*



Frigidaire—Built and Backed by General Motors



# A NEW MARKET FOR YOU

NEW  
CUSTOMERS...  
NEW  
SALES...  
NEW  
PROFITS...

Plus  
New prestige  
and extra  
customer satisfaction  
with

**Salton  
HOTRAY®**

America's only  
food warmer  
designed to keep  
hot foods hot.

FEATURED BY  
LEADING STORES

Nationally  
Advertised

to bring  
customers into  
your store to buy.



Lets you cook  
when you choose  
...eat  
when you please!



**Salton  
HOTRAY®**

*Keeps all hot foods hot and flavor-  
perfect, while waiting, dining or serving,  
and you serve without leaving the table.*

HOTRAY, the automatic electric  
food warmer, keeps food at just the  
right "eating temperature" for  
hours. Will not overcook or dry  
out. Heaven-sent for delayed  
guests, tardy husbands, TV  
snacks, children's lunches, or just  
plain freedom from an arbitrary  
cooking schedule.

*Shown above: HOTRAY Patio Master,  
22" x 11". Adjustable heat control. \$24.95  
HOTRAY in 6 sizes from \$10.95  
HOTABLE, electrically heated serving cart,  
from \$37.50*

*Write for free HOTRAY Recipe Booklet.*

SALTON MANUFACTURING CO., INC.  
310 E. 95th Street, New York 28, N. Y.

Salton Manufacturing Co., Inc.  
310 East 95th St., N. Y. 28, N. Y.  
Please send me complete catalog and information

Name .....  
Address ..... State .....  
City .....

## TWO WAYS TO PROFIT

STORY STARTS ON PAGE 68

how unrealistic it can be, and ignore it even as a starting place.

But one area in which the partners are able to use list to advantage is bargaining for trades. The Atlas trade-in policy is short and sweet. There's a second-hand TV market in Miami, but it's obviously not on the beach. Goodman and Wexler know what the close-working jobbers who supply this market will pay for any given model, and they set their trade-in allowances accordingly, seeking only an even break and fast turnover of used merchandise. They simply want to job it out of their store without a loss.

Necessarily, their allowances aren't high, and this is where list comes in. For the prospect who kicks up a storm, list is trotted out. The difference between list and selling price is added to the trade-in allowance, and the total "off" soothes the most savage bargainer.

Atlas TV also makes money from straight rentals. During the winter season, between 75 and 100 Atlas-owned sets are out on rental in Miami Beach and neighboring communities within a 10-mile radius. In summer, rentals drop back to 35 to 50 units.

Atlas rents receivers for \$10 a week, \$30 a month, \$100 for four months. Minimum charge is \$10. Delivery and installation on an inside antenna are included, as is service for the duration of the rental period. When a rental needs bench work, it's pulled and replaced at the company's expense.

### Protection Against Theft

For two good reasons, only 21-inch table models are rented. They're small enough to be delivered and installed by one man, but big enough to be difficult to steal.

In Lou Goodman's words, "Popping a 17-incher into a car trunk is too easy. With a 21, it's more of a project."

Size isn't Atlas' only safeguard against theft of rental sets, however. Most of the firm's rental customers live in apartments, hotels or motels. In return for a percentage of the rental fee, the owner, manager or custodian of the building in which each rental is installed becomes a watchdog for Atlas. He accepts legal responsibility for the set by signing a receipt.

This system isn't as one-sided as it appears on the surface. Atlas makes no extra demands on the

signer's time, since his job requires him to be on the premises anyway. In effect, all the agreement asks him to do is see that no guest walks out with a 21-inch TV set.

Atlas keeps a close check on all sets out on rental, can put its clerical finger on each within seconds. Every rental receiver has its own file card on which date of installation, address, model number, customer's name and date of expiration are entered before the set leaves the store. On installation, the customer signs a charge slip in triplicate. On the back of one copy is a cognovit note form, legally binding in every state, which he also signs. The note and second copy of the charge slip are filed at the store. Thus, location of the set and customer's responsibility for it are clearly established at the outset of each rental transaction. The customer's note coupled with the building manager's receipt affords Atlas double protection in most rentals.

### No Old Sets Allowed

Sets for use in straight rental represent about 25% of the firm's television stock. Wexler and Goodman work hard to maintain this 25%-75% rental-sales inventory split. The main problem here is to keep the number of rental sets under control, for once a set has been rented, it becomes used merchandise. At peak periods when their rental stock is exhausted, the partners turn down requests by private parties for single sets. On the other hand, no order from a commercial customer is ever refused.

"Shut off a hotel or motel just once," Sol Wexler says, "and you've lost the account. You can't afford to put a new set into rental for a single private customer, and you can't afford not to put the same set into rental for a commercial customer."

When a new model year begins, Atlas rounds up its rentals and clears them at floor-sample prices. The store has a strict policy of owning nothing that isn't current, regardless of whether it's ticketed for sale or rental. Before new models can obsolete whatever sale stock Atlas has on hand, the store chops its prices to move the sets.

If Wexler and Goodman have to price stock below cost to clear it, they'll do just that—figuring first loss as the best loss. They consider an even partially non-current

(Continued on page 92)



There's nothing so powerful as an idea!



*How to make a family adventure out of buying or building a boat . . .  
how to plan a motor trip that'll be a vacation for the whole  
family, even Mother . . . what to do when the living room seems  
too full of furniture . . . how to get a garden growing . . .  
how to be a gourmet cook with packaged mixes . . .*

Better Homes & Gardens is a monthly treasure hunt of practical ideas about anything and everything that interests home-and-family centered men and women and their children.

The ideas in Better Homes & Gardens set people to *planning* instead of just wishing, to *doing* instead of only dreaming. And the more they talk and plan and do, the more they *buy*. The climate BH&G creates for advertising is unique among all the major media. No wonder this famous idea magazine keeps on getting bigger and better all the time! Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans

$\frac{1}{3}$  of America reads **BH&G** the family idea magazine  
4,350,000 COPIES MONTHLY

## TWO WAYS TO PROFIT

STORY STARTS ON PAGE 68

inventory a dangerous condition which can snowball and engulf a small dealer with surprising speed.

### Rentals Help Sales

So much for straight rentals. Goodman and Wexler have developed an effective method of making rentals sell for them. Customers who rent for a month or less may apply the full rental charge (a maximum of \$30) toward purchase at any time during the rental period. In rentals of more than a month, half of the fee may be applied. This gives Atlas a cushion against service costs.

For prospects who seem to fit into this rent-then-buy category, the eventual cost of the set is figured at the time of rental. As a product of list minus discount to standard selling price, minus rental allowance, the final figure is generally low enough to impress the prospect. He may, for example, see a final price of perhaps \$190 on a set that lists for some \$270.

The firm's practice of stocking only current merchandise and limiting rentals to table models fits perfectly into its sales-through-rentals program. Obviously, if the final objective is a sale, the set must be brand new when it goes out on rental. As to models, if consoles were used in this phase of Atlas' operation, a good percentage of the profit on those that failed to stick would evaporate in transit.

"A serviceman," says Lou Goodman, "can install or pick up a table model as just another stop in his daily rounds. But a console is a production; needs two men and a special trip each way. When a console doesn't stick, you've lost two man-hours in delivery, two more in pickup, plus operating expenses for two truck trips."

To Goodman, each set contains a full margin of profit as long as it stays on the sales floor. When it's sold, the profit comes out of the set and goes into the register. If the set comes back, the profit has to come out of the register again, but only part of it can go back into the set. The rest has to pay for the delivery and pickup. When that set's finally sold to stay, it can't possibly return a full profit. Moral: put 'em where they'll stick, but be ready to take it in stride if they bounce.

Atlas is able to convert most of its private rentals into sales without difficulty. The key factor here

## THE LIQUOR STORE THAT DISPLAYS THIS SEAL FEATURES THESE PRODUCTS TO SIMPLIFY YOUR GIFT PLANNING ➔



### For the Top of Your List —Personalized Old Forester

Entirely redesigned bottle and label, with recipient's own name imprinted. Matching presentation box for extra prestige.

### America's Most Desired Gift Bourbon in Its 1957 Decanter

Famous registered...bonded Old Forester, repeatedly chosen as favorite gift whisky in independent business surveys.

### Same Fine Old Forester in Handsome Gift Wrap

New in convenience, old in prestige. Brand name removable. Gift wrap or decanter same price as regular fifth.



Brown-Forman's new Business Gift Service helps your local retailer to provide large and small firms with the utmost convenience in prestige gift selection. Look for this emblem in your pre-holiday gift planning.



© 1957, B.F.D. Corp.

#### Kentucky's Favorite Straight Gift Wrapped Early Times

America's best recommended straight, festively wrapped. Your choice of three different holiday color combinations.

#### For the Extra Special Gift Early Times in Holiday Case

Twelve fifths of the same welcome Early Times, in special Christmas case. Ideal for entertaining, as well as giving.

Old Forester • Kentucky Straight Bourbon Whisky • Bottled in Bond 100 Proof • Brown-Forman Distillers Corp. • At Louisville in Kentucky

Early Times • Kentucky Straight Bourbon Whisky • 86 Proof Early Times Distillery Co. Louisville 1, Kentucky

## TWO WAYS TO PROFIT

STORY STARTS ON PAGE 68

is that the rental, always payable in advance, becomes in effect a down payment, giving the customer a cash stake in the set.

Though no psychologists, Wexler and Goodman have acquired enough of an understanding of consumers' motives to know that their sales-through-rentals plan is used by many TV prospects as a form of insurance.

"Looking at it this way," Lou Goodman says, "rental is a customer's gimmick and in Miami Beach, for every gimmick the dealer has, the customer's got three! To them, rental's a sort of second warranty. A guy pays a month's rent on a set he intended to buy outright, because he sees this as a chance to give it a good 30-day trial. If anything goes bust, he knows it won't cost him a dime to have it fixed. If the set proves out OK over the month, he's satisfied that it's no lemon and he feels safe in switching from renting to buying. If he decides not to buy, he's at least had TV for a dollar a day, and that's not bad, either."

Atlas TV Center also sells with free home trial. The firm keeps close tabs on its home trial operation, never overdoes it. Trials are limited to three days, which is adjudged sufficient time for any prospect to make up his mind. Furnishing free television for a longer period, the partners feel, would be creating an obligation to buy, and experience has taught them not to operate this way.

Says Sol Wexler, "Even the slightest feeling of obligation stands to cause resentment later on. Maybe the set breaks down, or the customer runs across a better price than he paid or a model he'd rather have than the one he bought."

The dealers offer home trial only to those whom they know won't take advantage of it. "Otherwise," says Wexler, "those nice looking people out there on the sidewalk would eat you alive, taking one free trial after another."

Primarily because they're careful to call their shots in home trial, the partners' sale-to-trial ratio is extremely high.

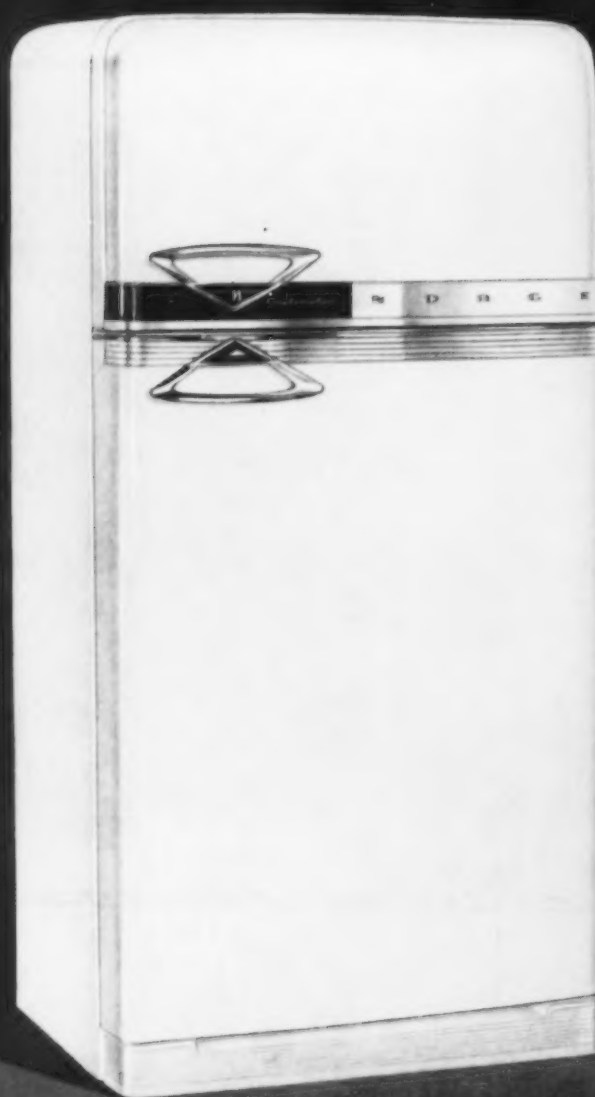
#### Eight Servicemen Help Sell

Atlas TV also sells through service. The little store's service department is almost as big as its sales floor. Out of it work eight men, four of them fully qualified technicians, the others able to han-

(Continued on page 95)



**New "Big Freeze"  
NORGE  
Refrigerator**



On modern  
refrigerators...

**DULUX<sup>®</sup> meets the exacting requirements  
of today's topflight manufacturers**



**"DULUX" ENAMEL**

Better Things for Better Living . . . through Chemistry

**America's leading  
home-appliance finish**

Over 61,000,000 major home-appliance units  
have been finished with Du Pont DULUX Enamel.

**LEADING APPLIANCE MANUFACTURERS** know that durable Du Pont DULUX is a finish of consistent quality. Every shipment of this fine finish meets the same rigid specifications. And that's just one of the important cost-cutting, sales-winning advantages that DULUX offers.

Constant research by Du Pont chemists has resulted in a finish that gives more rugged resistance to chipping, cracking, scratching and staining. Application costs are lower, too—without sacrifice of quality appearance and dependable performance.

DULUX keeps its flawless appearance after years of constant use in the home. Its easy cleanability, resistance to wear and long-lasting whiteness help build the continued customer satisfaction so vital to the success of any appliance line. No wonder so many of today's topflight appliance manufacturers use Du Pont DULUX Finishes.

**E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.**

## TWO WAYS TO PROFIT

STORY STARTS ON PAGE 88

dle delivery, installation, antenna work and audio and video adjustments.

All know how to sell and when to sell. Feature by feature, they understand the lines Atlas stocks. Perhaps more to the point, they understand the importance of service to the set-owner, and miss no chances to sell Atlas by selling its service. Lou Goodman and Sol Wexler will tell you that Atlas TV has no outside salesmen; actually, it has eight.

Contrary to general practice in Miami, Atlas keeps its staff at full strength the year around. The men enjoy the security of regular paychecks during the slack summer months, and they show their appreciation by willingly shifting into high when the city begins to hum again in November. The partners consider it much less expensive to maintain their staff through the summer than to cut back, then rehire and retrain every fall. Moreover, Miami's no richer in TV technical talent than any other city; good men are hard to find.

To aid in drawing top grade technicians, and keeping them, Atlas has worked out an unusually liberal employee relations program. Paid vacations are the rule—one week for a full year's tenure; two weeks for two years; three weeks for five years and over. The firm will pay cash in lieu of vacations on request. Christmas bonuses start at \$100 and range to \$300 for three-year men. Employees aren't docked for illness or absence for sound personal reasons. Responsibility is given to all, on the theory that it builds their confidence and adds to their ability. End



"I'M AFRAID WE'LL HAVE TO ORDER A WHITE ONE SPECIAL FOR YOU, MRS. HUNT!"

## THE *Brightest* WAY TO CHRISTMAS PROFITS!

### *Sparkling New Burgess Christmas Promotion* **"The Brightest Way to Say Merry Christmas"** **TO BOOST YOUR SALES DURING THE HOLIDAY SEASON!**



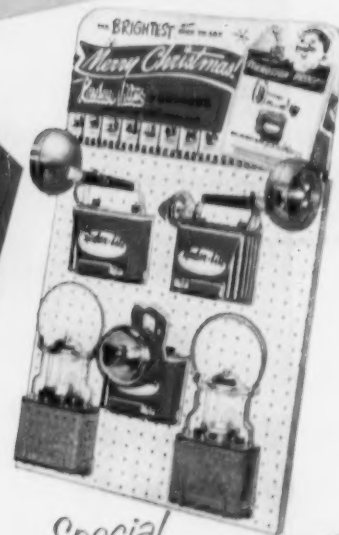
*Special*

Bright New Burgess Christmas Gift Package  
 Satellite Junior Torch in newly created FREE  
 gift carton.



*Special*

Burgess Christmas Banners  
 Make Holiday Displays of  
 New Radar-Lite Pegboard  
 and New Satellite Torch  
 Assortments. Included Free!



*Special*

*Special*

Free Burgess Gift  
 Cartons for Radar-  
 Lite. New linen-  
 weave finish adds  
 holiday look to in-  
 dividual package.



Burgess Radar-Lite  
 in all Radar-Lite  
 and Satellite  
 assortments.

The world famous  
 Corrosion-Proof  
 Radar-Lite.  
 Perfect portable  
 lights that "Make  
 Light of the  
 Dark."



See your Burgess  
 Wholesaler TODAY!

**BURGESS BATTERY COMPANY**

FREEPORT, ILLINOIS

# Ingraham..



MURAL \$5.98



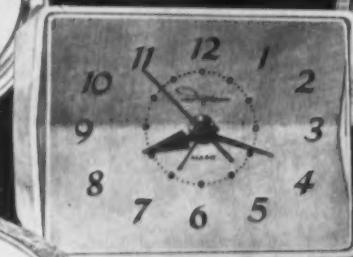
CALENDAR \$8.98



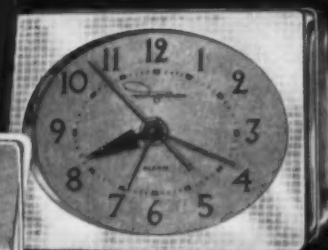
MODE \$3.98



PRINCESS \$4.98—\$5.98



FLAIR \$6.98



REGENT \$7.98



EMPRESS \$9.50

styled and priced to sell on sight



# ..... means business

## **with this "new-from-every-angle" line of electric alarms and kitchen wall clocks**

And that means business for you . . . big, profitable business! Stock this new line and you'll find you have just what the public wants . . . a gorgeous array of electrics, each with a radiant wide-awake look, and all at competitive pocketbook prices. Alarms from \$3.98 to \$14.95. Kitchens from \$3.98 to \$8.98. Bright as a penny, fresh as a daisy, these clocks are new in their fresh, trimline designing . . . new in their elegant over-all styling . . . and powered by a super-silent Synchro-dyne motor . . . a motor so compact it untied the designer's hands and enabled him to come up with case designs never before possible. The lower speed of this motor (400 rpm instead of the usual 3600 rpm) means longer life and silent operation. Its patented Burghoff rotor means more dependable performance. And its Ingraloy bearings and special silicone lubrication assure whisper quietness.

To stimulate sales for you, four big, colorful, eye-catching display deals have been prepared — two on electric alarms and two on kitchen wall clocks. For you also, we have a complete merchandising kit which is free with every order. For details call your distributor.

If you would like the name of your nearest Ingraham Distributor, drop us a card.

**INGRAHAM, BRISTOL, CONNECTICUT**

# What's New?

Plume & Atwood is now manufacturing the Viking Heaters and Lamps!

# What's "Hot"?

the entire VIKING line of PORTABLE ELECTRIC HEATERS AND HEAT LAMPS!

Yes, sir!! "Hot" in more ways than one! Here are portable heaters that throw a beam of heat that is strong, clean and instantaneous. Popular priced, and built solid, with features that can't be duplicated at anywhere near the price. This is the line that will build volume sales for you!



## HAVANA ELECTRIC HEATER

Well-built, well designed to beam heat in any direction. Easily carried. Heavily copperplated reflector. 15" high, 12½" wide. 6 ft. cord. 115 Volts, AC-DC, wt. 4 lbs. Underwriters' Approved.

No. VPH-C 1000 watts  
Suggested Retail \$10.95

## NASSAU ELECTRIC HEATER

Conveniently small, with large heat beam. Popular priced and built for durability. 13½" high, 10½" wide. 6 ft. cord. 110-120 Volts, AC-DC. 3 lbs. Underwriters' Approved.

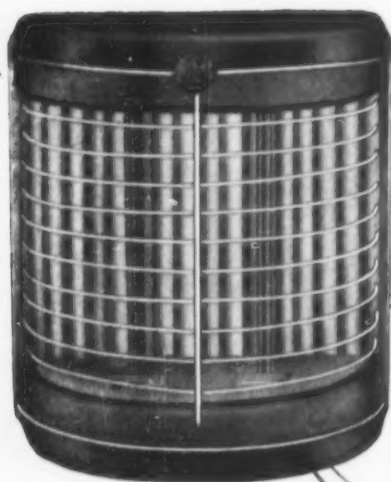
No. VPH-A 660 watts  
Suggested Retail \$8.95



## BERMUDA ELECTRIC HEATER

Two heating methods in one: radiant heat and circulating warm air. 180° span of heat. Longlife heating elements. Hammertone gray finish. Underwriters' Approved.

No. VPH-B 1320 watts  
Suggested Retail \$15.95



## VERSATILE ELECTRIC HEAT LAMP

For sunlamps, infra-red, photo-floods, spots. Swings 360° horiz. and 130° vert. Wire guard stays cool. Spring-like clamp has foldaway feature. 9½" x 10½" x 6". Wt. 3 lbs. 660 watts.

No. VF (without bulb)  
Suggested Retail \$6.95



## A QUIET WAY TO SELL

STORY STARTS ON PAGE 72

Letters and brochures always have the primary aim of educating readers on hi-fi and suggesting ways and means to develop a good home system. Of course, illustrations show the merchandise Li'l Pal carries as well as prices, but this is not stressed in most mailers.

Bradburn feels direct mail is his best bet, but he realizes that newspaper advertising also is essential. However, to trim ad costs and still be able to run good sized ads, he uses the Sunday supplement since pages here are of tabloid size. This means a comparatively larger ad than if he took space on a normal sized page.

### Four-Payment Plan

Another asset of the store, and one Bradburn considers an important one, is plenty of parking space.

"You can't rush a hi-fi prospect and you don't want him running out of the store every half hour to put nickels in a parking meter.

"Educating prospects, then, is the essential beginning for hi-fi sales. To prove it, I can point out that while we did no selling during the hi-fi show, we did plenty of educating. As a result, and from the initial mailings after the show, we sold \$10,000 worth of hi-fi to persons on the mailing list from the show alone. If nothing else could prove it, this does to me," Bradburn concludes. *End*



## BALLOON ASCENSIONS.....

.....are rare these days, and so are appliance dealers who have not shown interest in the subject of side-line products. In December, Electrical Merchandising will explore the relative merits of some of these products and their growing importance in terms of increased sales for the appliance-radio-tv dealer. Watch for the December, 1957 issue of ...

## ELECTRICAL MERCHANDISING

THE **PLUME & ATWOOD** MANUFACTURING COMPANY  
THOMASTON, CONNECTICUT

# Order From Your Wholesaler Today!

**Who SAYS  
I'm not interested**

**in having  
Joe own my  
business?**



**"Sure I am! The growth of this business depends on the people working for me."**

In almost any sole proprietorship there is a key person (or persons) best qualified to carry on the business at the death of the owner.

Making provision in advance — through an *Ætna Business Life Insurance Plan* — provides a terrific incentive to the people who can best help the employer make his business grow and prosper today.

Without such a plan, the death of a sole proprietor can obviously bring financial chaos to his business and disaster to his family.

**ÆTNA BUSINESS LIFE INSURANCE  
PLANS ARE SPECIALLY DESIGNED . . .**

- To protect **PARTNERSHIPS** against liquidation or reorganization.
- To protect **SOLE PROPRIETORSHIPS** for heirs or selected employees.
- To protect **CLOSE CORPORATIONS** from forced reorganization.
- To cover the loss of a **KEY MAN** in any organization.

*Add Life to your  
Business with  
Ætna Business  
Life Insurance*

**ÆTNA LIFE  
INSURANCE COMPANY**

*Affiliates:*

ÆTNA CASUALTY AND SURETY COMPANY

STANDARD FIRE INSURANCE COMPANY

Hartford, Conn.



Ætna Life Insurance Company  
Hartford 15, Connecticut

Gentlemen:

Please send me a copy of your new booklet "Will This Man Take Your Business With Him When He Dies?"

Name \_\_\_\_\_

Address \_\_\_\_\_



# Now...Admiral offers you a a complete program to put you

*Never before has any manufacturer offered TV-appliance  
dealers such a comprehensive sales and merchandising  
program in a new profit market!*

**Here's all you do!**

Set aside separate space

Order sampling merchandise



**This hi-fi department can be yours!**

Here's everything you need to capitalize on the fastest-growing profit opportunity in consumer electronics. It's a big market, a booming market and Admiral helps you get a bigger share of profits.

# revolutionary sales idea... in the booming hi-fi business!

Here's what you get!

## *Sales Training Materials*

- Dealer Plan Book • Salesman's Fact Book on Hi-Fi
- 4-color spec sheets

## *Advertising Materials*

- Co-op newspaper ads • Co-op radio spots
- Radio transcriptions • 4-color line folders—stuffers
- Consumer Hi-Fi Handbook

## *In-store Display Materials*

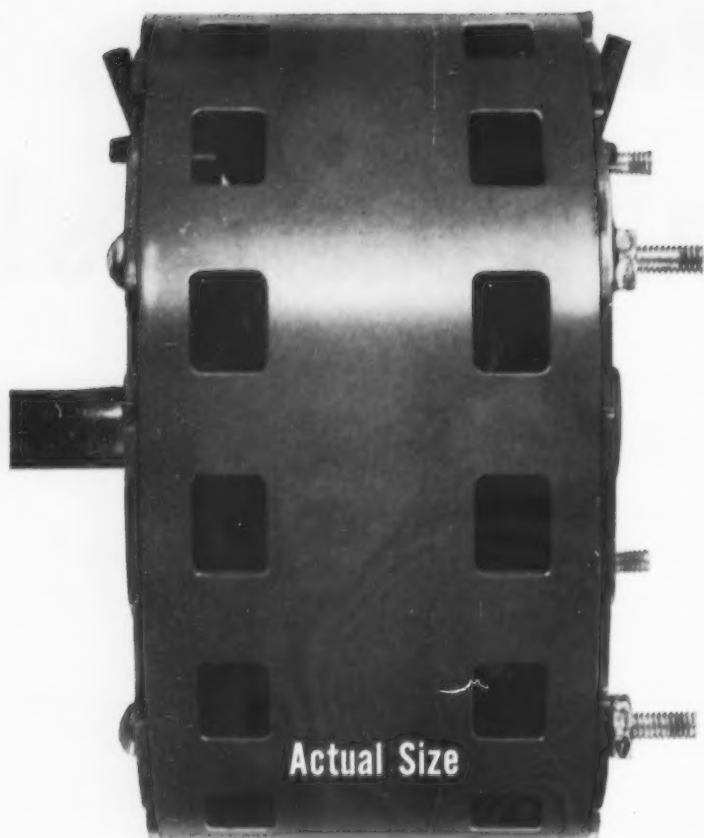
- Hi-Fi Salon • Wall banners and drapes • Fact tags
- Feature Flip Chart • Dealer identification plaque
- Demonstration records • Window streamers
- Counter cards • Window decal

## *Financing*

that puts you in business with hardly any  
investment, leaves you with working capital.

plus... *the hottest hi-fi line in the industry...5 basic models with 19 step-ups  
for greater dealer profit. Call your Admiral Distributor...NOW!*

# **Admiral®**



# SLIM

## NEW GENERAL ELECTRIC FAN MOTOR FILLS CUSTOMER'S DESIRE FOR Fast Reversing Fan

When you ask for G.E.'s new Slim motor on your window fan units, you'll be getting the fastest reversing shaded-pole motor on the market. It reverses from full speed in one direction to full speed in the opposite direction in less than 30 seconds. This fast, dependable reversing will be a powerful sales gimmick to help you sell more fans in 1958. Make sure the fan units you order are equipped with General Electric's slim "29 frame" motor—the motor with built-in buyer preference. General Electric Company, Schenectady 5, N. Y.

652-11

*Progress Is Our Most Important Product*  
**GENERAL  ELECTRIC**

## LEGITIMATE AND DISCOUNT

STORY STARTS ON PAGE 76

departments, but a service force has to do considerable volume to break even or show a profit. Kistler's trade-in selling angle keeps the workload levelled off for the service department and allows the company to keep its large department at the Bargain-Barn operating smoothly and profitably.

A lifetime picture tube warranty for TV sets (\$9.95 for 17-inch, \$12.50 for 21-inch, and \$19.95 for 24-inch) is a gimmick that is paying off for the Bargain-Barn. The store furnishes an agreement to keep the picture tube working as long as the original owner has the set. Advertisements reading, "Buy your TV set or replacement picture tube from us and get a lifetime tube warranty," bring frequent requests for more information.

### Back-of-Set Warranty

Backs of sets carrying the warranty are sealed with a simple twisted-wire and lead seal which assures Kistler's of future repair work on the set. The agreement is voided if the customer breaks the seal.

The customer is not going to tinker with his own set or call another serviceman for work or adjustment when he knows it will cancel his tube warranty. "Sundowner repair competition is effectively met and drugstore tube-testing by customers is out. The tube warranty and service plan were the answer to a store survey showing that only about 200 out of 800 or 900 TV sales a year became service customers.

With TV selling turning almost entirely to a replacement and extra set market, the service slant becomes increasingly important. It is one way of keeping customers for the store, and of keeping in periodical touch with customers. A volume service operation can take up a lot of the slack left by declining TV sales. Both TV sales and service noted increases at Kistler's last year while a Kansas Power & Light Company analysis of TV sales in the eastern Kansas area indicated volume was off 15 percent.

Kistler's two-store system has the advantage of attracting both the traditional customer who wants the works—home demonstration, delivery, installation, service guarantee and high trade-in—and the ever growing group of negotiating customers.

In contrast, the Bargain-Barn gives no free home demonstration, no free delivery or service guarantee.

Because it is a "new" kind of store, Kistler's Bargain-Barn goes

after a high traffic count to make as many prospects as possible acquainted with the store and its method of operation.

The building used, formerly Kistler's warehouse, has no display windows. Strip-lighting done in remodeling the interior did away with the need of windows for light. Signs painted inside the windows turn them into "banner billboards" easily visible from the supermarket's parking lot and the north-south downtown trafficway which is at a much lower level than the Bargain-Barn.

A full line of both promotional and quality TV antenna kits add up to considerable volume. More kits than sets are sold and help swell traffic. Many of the Bargain-Barn customers are do-it-yourself fans and like to install their own and their friends' appliances. The store stocks wiring supplies, small hardware, tools, lawnmowers, barbecues, and expects to add plumbing supplies to cater to the do-it-yourself trade. Juvenile furniture will be added to take advantage of the increasing baby crop.

Seasonal items such as garden supplies will be stocked as traffic items. Promotional lines will be limited to traffic items with the major appliance business in the same lines handled at the firm's downtown store. Labels include Philco, Motorola, Bendix, Magic Chef, Florence and Vornado.

Both stores use counter cards, banners and other manufacturer furnished sales aids lavishly. Antenna kits, partly assembled, are displayed on ceilings. Traffic items are in mass displays, with even barbecues displayed in considerable depth.

### Dual-System Sales

It all adds up to a dual-method merchandising system that meets the shopping habits of the widest possible variety of prospects. The traditional Kistler's store caters to the customer with set buying habits and a traditional feeling toward appliance buying. In addition, the traditional store lends prestige and confidence to deals made at the Bargain-Barn.

The Bargain-Barn caters to the negotiating customer looking for a deal. George Kistler is convinced the "trader" customer is leaving nothing undone to catch him. Store hours have been tailored to meet the negotiating customer's needs: noon to 8.30 pm plus Sunday openings.

The negotiating customer can be a big pain in the neck to the traditional store, but at the Bargain-Barn he is being turned into volume business. *End*





## ANY WAY YOU LOOK AT IT...

WASTE KING is making appliance sales history with its complete line of 10 under-counter and free standing Super Dishwasher-Dryer models in two price ranges.

Designed and built by the same WASTE KING people who have equipped over 1,000,000 American homes with "The World's Finest Garbage Disposer"... the all new WASTE KING Super Dishwasher-Dryer is now available with these seven outstanding selling advantages:

1. Automatic pre-rinsing
2. Better washing—even pots and pans
3. Spotless drying
4. Humidity-free drying for cool kitchens
5. Largest capacity—easiest loading
6. Super-Hush quiet operation
7. Interchangeable front panels—wood, metal or paint finish

### PLUS THESE IMPORTANT FEATURES:

Suds Flush-Out... Built-In Pump Drain... Full-Width Door Pull... Multiple Light Cycle Indicator... Automatic Detergent Dispenser... Plate Warmer... Rinse-Dry Injector... Heat Booster Final Rinse... Versatile-Contour Racks... Waist-High Cycle Control Knob.

Womengineered  
For Eye-Popping  
Sales Power



MODEL FS-10 SHOWN

# WASTE KING *Super* DISHWASHER-DRYER

The best way for you to look at it (and get it)

1. Go to your local appliance distributor or plumbing jobber.

Call him... right now! or if you don't know his name

2. Write us, right now!



DISHWASHERS



DISPOSERS



BUILT-IN ELECTRIC AND GAS RANGES



INCINERATORS

### WASTE KING CORPORATION

3300 E. 50th Street  
Los Angeles 58, California

Gentlemen:

Rush complete facts about the WASTE KING AUTOMATIC DISH-WASHER and the name of my local distributor to:

NAME \_\_\_\_\_

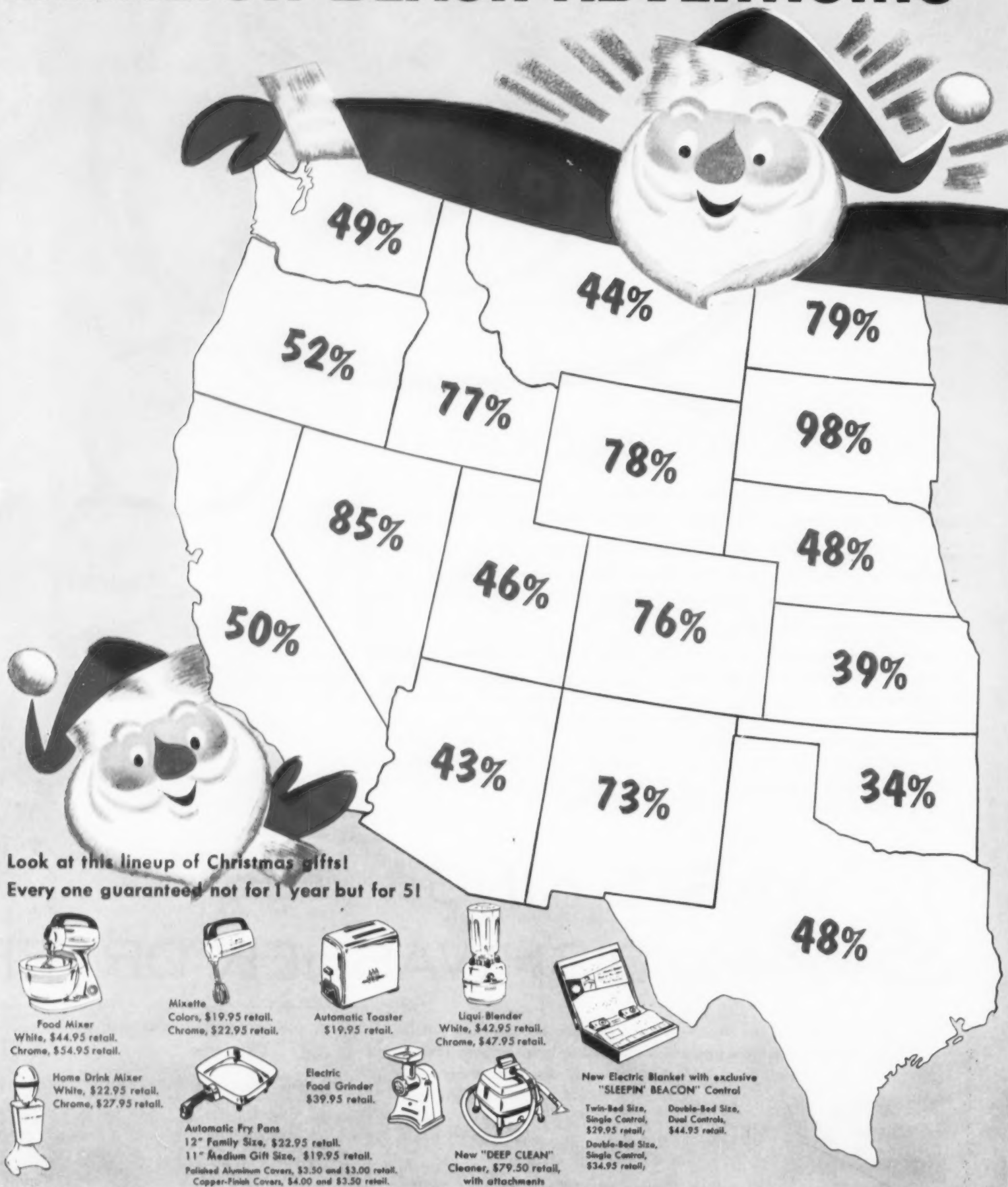
STORE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

# HAMILTON BEACH ADVERTISING

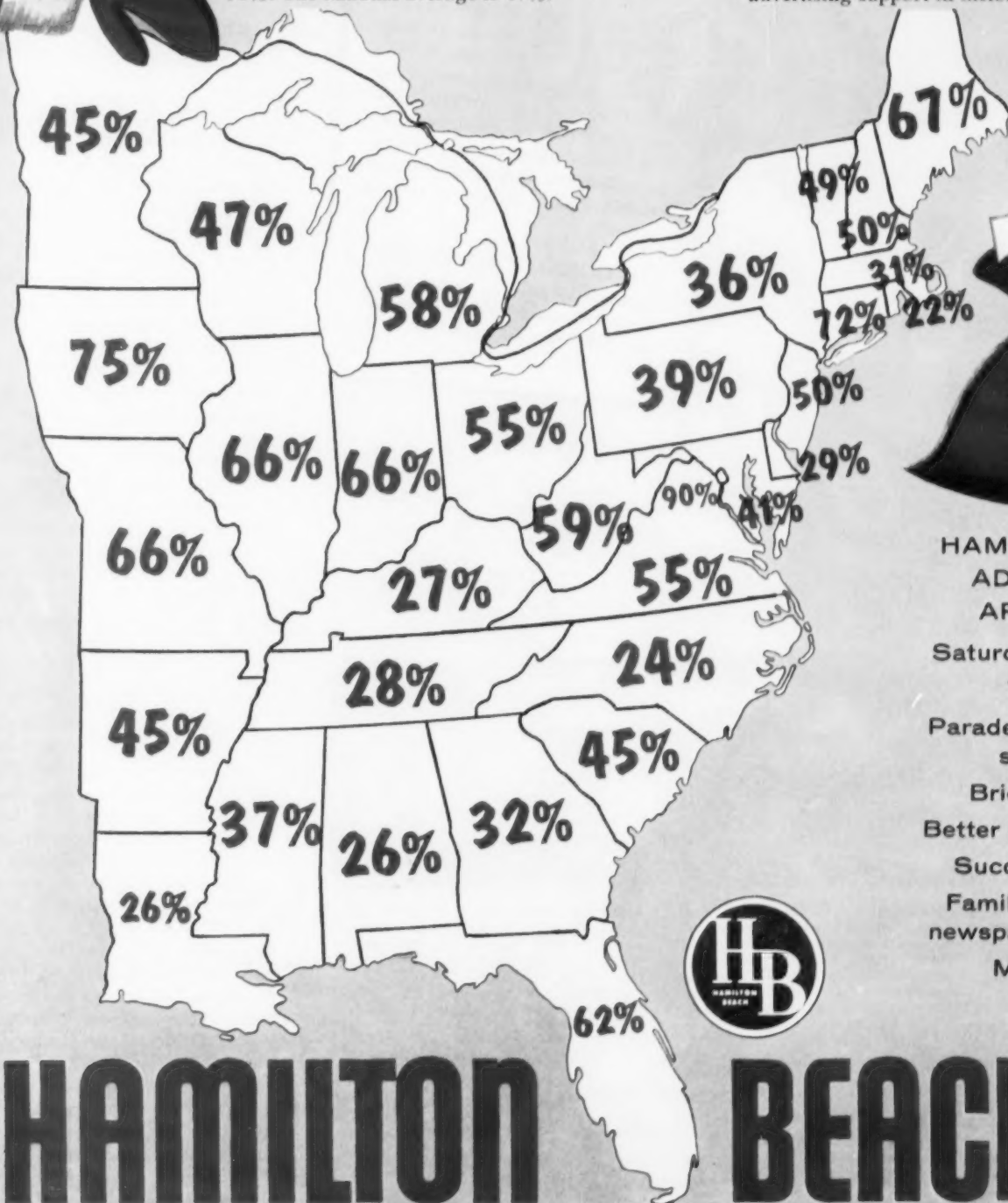


# IS BLANKETING AMERICA!

## CHECK YOUR STATE!

This fall, we aren't settling for 15 or 20% family coverage, although that is accepted as adequate by advertising experts. The figures on the map show the percent of families consistently reached by Hamilton Beach advertising this fall—from 22 to a whopping 90%! The national average is 47%.

With that kind of saturation advertising program working for you, and with Christmas just around the corner, now's the time to fill your Hamilton Beach stock for happy holiday selling. Call your distributor, today! Take advantage of the greatest Hamilton Beach advertising support in history!



HAMILTON BEACH  
ADVERTISING  
APPEARS IN:

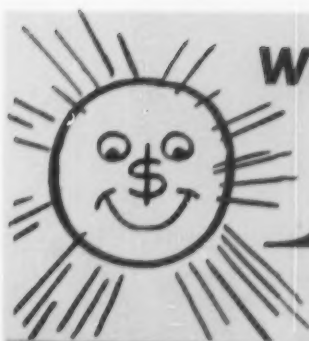
Saturday Evening Post  
True Story  
Parade—56 newspaper  
supplements  
Bride's Magazine  
Better Homes & Gardens  
Successful Farming  
Family Weekly—162  
newspaper supplements  
Modern Bride



# HAMILTON BEACH

HAMILTON BEACH COMPANY  
A Division of  
SCOVILL Manufacturing Co.  
RACINE, WISCONSIN





Wake up your sales with

# Arvin

## CLOCK RADIOS



**A value leader at each price level**

*They sell on sight with Arvin's superbly smart, tasteful styling! They sell on sound with Arvin's famous velvet voice tone! They sell on quality with Arvin's traditional engineering excellence and fine craftsmanship! All models have 5 tubes including rectifier, printed wiring, automatic volume control.*

### NATIONALLY ADVERTISED

in Saturday Evening Post • Life • Better Homes & Gardens • Seventeen • Scholastic Magazine

### NEW

The latest in stand-out style appeal. Automatic "on-off" and alarm set plus 1100-watt appliance outlet and accurate clock timer; loop antenna; Alnico "V" PM speaker; 5 tubes, including rectifier; Conelrad dial markings. Choice of fashionable colors: brilliant flame or charcoal. Model 5572—\$34.95\*



**NEW** Highest distinction in every detail. The jewel-bright, panoramic clock face is exceptionally easy to read. Slide-rule tuning; slumber switch; 1100-watt appliance outlet; air loop antenna; 5-inch Alnico "V" PM speaker; 5 tubes, including rectifier. Ivory or flame. Model 5578—\$44.95\*



Strikingly individual design. Automatic "on-off" and alarm set, plus 660-watt appliance outlet, accurate clock-timer. Slide-rule tuning; slumber switch; Alnico "V" PM speaker; 5 tubes, including rectifier; air-loop antenna. Pink or Nile green. Model 5561—\$39.95\*



**NEW** Budget-priced marvel in beauty, performance. Automatic "on-off" alarm set and 660-watt appliance outlet, accurate clock timer; loop antenna; Alnico "V" PM speaker; 5 tubes, including rectifier. Ivory or willow green. Model 5571—\$29.95\*

\*Prices suggested retail for Zone 1.



Electronics and Appliances Division

**Arvin INDUSTRIES, Inc., Columbus, Indiana**

Arvin also manufactures Arvin Portable Electric Heaters, Fans, Car Heaters, All-Metal Ironing Tables, Leisure Furniture and "Charky" Grills.

## AS UTILITIES BOOM

STORY STARTS ON PAGE 83

According to the survey minimum requirements for providing shelter for the mushrooming American population will be 1.6 million housing starts annually by the year 1970. Add to this the number of older homes rapidly becoming candidates for early replacement and the total indicates the impact such building will have upon the appliance industry. All will require, if not a complete set of the appliances of the future, at least those which are basic to good housekeeping.

### Income: Climbing Steadily

The nation's output of both manufactured goods and services is slated to continue its steady growth. Gross National Product will have reached \$671 billion by the year 1970; a growth of 62 percent over 1956's \$414.7. This growth in total product will be accompanied by a contrasting outlay by the consumer for goods and services. Per capita disposable income will have increased by 1970, from last year's \$1,707 to \$2,228 per person, part of which will almost certainly be earmarked by the individual for the purchase of labor-saving electrical devices. But, while the consumer's overall income will have risen substantially, his increasing use of electricity will cause average annual bills for electricity to follow a similar pattern. *Electrical World* believes that because of the increased usage average residential bills will have risen by 1970 from the present day \$81.48 to \$182, an increase of 123 percent.

### Population Shifts: Increasing

Since World War II an increasingly large proportion of the population has been moving from urban areas to the suburbs of the larger cities. Such population shifts have brought with them a corresponding spreading out of traditional market, a trend which will become heavier as growth is given impetus by such catalysts as the new Federal highway construction program. To serve this market, office buildings, restaurants, retail stores of all sorts will be necessary to serve an area of vastly increased purchasing potential. And, such outlets carry with them their own individual requirements for such basic needs as modern lighting, air conditioning, and similar electrical appliances and equipment. End

# MORE

*than  
just another  
line of  
batteries*



...for Plus Profits this Fall

## Mallory Mercury Batteries



### Mallory Zinc-Carbon Batteries

For both tube-type and transistor radios, and for flashlights too, Mallory Zinc-Carbon Batteries offer complete dependability based on 35 years of dry cell engineering and manufacturing experience.

**Brand New Concept**—Mercury batteries, pioneered by Mallory, pack big power capacity in small size... deliver far longer life both on the shelf and in service. They offer unique features to your customers... new opportunities to you.

**Help Portable Sales**—Mallory Mercury Batteries are an ideal transistor power supply. They insure top radio performance, lower cost per hour, and the convenience of less frequent battery changes—thus make the sets you sell even more appealing.

**Greater Profits for You**—You sell at standard mark-up with a higher unit sale. Your volume grows fast with the increasing interest in transistor portables. This means plus profits!

**See Your Distributor**—or write for the name of the nearest Mallory Distributor. Get the details now about the plus profits offered by the Mallory Twin Battery Line. It's backed by a year 'round program of merchandising and national advertising.

**Mallory Battery Company**  
A Division of







## Refrigerators

(continued)

of the defrost heater that the machine appears to be "dead." Without the heater operating, it would take considerable time for the evaporator temperature to rise high enough to shift the control back to normal operation.

**Hums, but Will Not Start.** From your experience on electromechanical appliances or from what you have read about them, you no doubt have gathered that the "hummer" is usually ailing seriously. This is not necessarily true with refrigerators. A humming refrigerator which will not start may be suspected first of having a faulty starting relay. In other words, the starting switch contacts in the relay may be burned or otherwise damaged so that they do not seat properly and hence do not energize the motor's starting winding.

**Relay Test.** For a quick and easy preliminary check of the relay, try tapping its case gently. If that causes the machine to start, let it run a moment or so, then shut it off, and try the same stunt two or three more times to prove your point. Be sure, though, to wait a little while between stopping and starting, particularly those machines which do not have a pressure-unloading device; otherwise it may be impossible for the motor to start against the opposing head pressure in the compressor.

**Direct Test.** If the machine will not start when you jar the relay, it is possible that its contacts are so badly deranged that you will have to go a step further and test the machine direct, bypassing the relay with a test cord. See Fig. 4.

**Ground Test.** If you have reason to suspect grounding within the unit, you may wish to preface a direct test with a series test so that you can check each winding for continuity as well as for grounds. Before you condemn a unit for grounds, though, be sure you have separated enough of the wiring from the unit to prove that the

ground is in the unit proper and not in some exterior device or wiring within the cabinet.

**Capacitor Test.** In testing "hummers" equipped with a starting capacitor, you may find it necessary to renew the capacitor in order to complete the test. Several manufacturers suggest this method—renewal instead of testing the capacitor with an instrument or a homemade rig—for you'd have to disconnect the thing anyway to test it.

**Blows Fuse.** About the only fuse-blowing refrigerators you will be confronted with will fall into one or more of these three groups: (1) one whose wiring has been bungled by an amateur, (2) one whose cord set has been damaged, (3) one which is connected to a too-heavily loaded circuit. Jamming, binding, or seizure of the mechanism, or starting relay failure will not usually blow a fuse, for the motor-protective device in the refrigerator's wiring will open the circuit when such overloads occur.

### Servicing Machines with Other Faults

It is presumed under this head that the refrigerator does run but fails to perform as it should in some other respect.

**Little or No Refrigeration.** Let us assume that the control is all right and properly set. Before continuing with this subject, though, you might like to review the tracing of one cycle of operation under the section headed *Operating Principle*.

Now turn over in your mind the components and how each does its work and how vital every step is in maintaining a "healthy" state of the machine's circulatory system. For example, a leak would allow the machine to bleed to death; a clogging would prevent or retard circulation of the refrigerant; an inoperative refrigerant control would forbid the maintaining of the required pressure differences within the system; a leaky compressor cannot raise the pressure of the refrigerant so that it can be condensed at room temperature; and a (finned-type) condenser which is packed with dirt can't dissipate heat rapidly enough to condense the refrigerant.

All the foregoing are matters of reasoning, easily retained by a fellow with a mechanical turn of mind, rather than something to be committed to memory. With such an approach to a service operation, you will be more likely to get to the bottom of the trouble without delay.

Let's suppose you are inspecting a machine which refrigerates little or none at all.

Check the easy-to-reach points first. For example, has the machine a finned-type condenser? If so, see to it that the condenser is clean, that the fan runs, and the machine is so situated that nothing obstructs movement of air to and from the condenser.

Does it appear that the refrigerant is not circulating? Sometimes a gummy mass of oil will restrict circulation of the refrigerant (particularly in sulfur dioxide machines) in the evaporator. Such a clot can be dissolved in many cases by heating the evaporator with pans of hot water or with a special electric evaporator heater. If the trick works, the machine may continue operating satisfactorily for a number of years thereafter without a recurrence.

A valve-type refrigerant control (as distinguished from a capillary tube control) which has a stuck valve will also upset normal circulation of the refrigerant; if the valve is stuck closed, circulation is impossible; if it is stuck open, circulation is uncontrolled. Bumping the valve enclosure will in some cases free a stuck valve. When this fails, an electromagnetic valve lifter is available which may be used on some models.

You will have no trouble detecting a leak in a system which uses a refrigerant having a pungent odor. If you suspect a leak in a system which uses an odorless refrigerant, look for evidences of oil on the parts at points where the leak would be most likely to occur.

Quite obviously, a worn-out compressor cannot do its work. The manufacturer's service manual will tell you how to detect certain compressor faults in a specific make and model, for each has certain peculiarities of its own.

**Too Cold.** Again assuming that the temperature control is sound and its dial is correctly set, this trouble points to the possibility that the control bulb is loosely fastened to the evaporator or is detached altogether. If so, it would mean that the control would respond to the temperature of the cabinet air rather than to the surface temperature of the evaporator—between which there is a marked difference. Keep in mind that the bulb must be clamped firmly to the evaporator.

**Temperature of the Cabinet.** To check the temperature of a fresh food compartment, immerse a mercury-type refrigerator thermometer in a glass of water which has

been standing for several hours on one of the shelves near the center of the cabinet. When a customer complains of temperature irregularities, ask her when she telephones to pour from the ice-water bottle in the refrigerator a glass of water and place it in the cabinet so that you can take a temperature reading immediately you arrive.

**Noise.** Whether or not you want to bother with trivialities, you will be called upon to eliminate some noises of little or no consequence such as minor rattles or ticking sounds heard when the machine starts and/or stops. For some of these you will have to adjust the unit supports or its vibration dampers. Before you go into that, though, be sure the machine is level and that it rests squarely on the floor.

In machines equipped with a condenser cooling fan, you may have to make an adjustment infrequently to stop the blade from striking some stationary part; or you may come across a motor which, from normal wear, has become so intolerably noisy you'll have to renew it.

For noises within the sealed mechanism, there are tricks worth trying, but you must consult the manufacturer's service manual for such remedies because one may work out well with one machine, but accomplish absolutely nothing with another.

**Odor.** When an odor is present, other than from leaking refrigerant or from the contents of the cabinet, you might suspect that moisture or juices from foods have seeped through a broken or loose breaker strip into the spaces between the liner and the cabinet walls and thence to the insulation. With a two-temperature refrigerator, though, having a moisture drain tube leading from the fresh food compartment to a pan in the unit enclosure, look first at that pan to make sure the odor is not coming from there. For in cleaning the fresh food compartment in such machines, the user sometimes unintentionally tips over a vessel and spills its contents and, though she believes she has cleaned up the mess, some of the fluid—gravy, for example—runs down into the drip pan, becomes rancid, and gives off about the foulest odor you can imagine.

### Machine Renewal

Be sure that you try every possible exterior adjustment and remedy to restore a unit to normal operation before you condemn it. For  
(Continued on page 110)



**PUT YOUR SALES EMPHASIS ON THIS SENSATIONAL  
SURE-SELL PRODUCT THAT WILL PAY OFF BIG!**

## **modern WATER SOFTENERS**

Big Demand!  
People are now  
realizing the  
importance of  
water softening

Logical  
Relationship  
with Sale of  
other  
Appliances

Easy  
Installation  
... Little or No  
Servicing

Freedom  
from  
Super-Competition  
Headaches

An Unlimited  
Market...  
Only 5%  
Saturation

A Full Mark-up

### **CASH IN... START NOW**

Right now water softening is on the threshold of becoming big business. Now is the time to "Get in On the Ground Floor . . . Watch Your Sales and Profits Soar". There's *real* money, *big* money in the "MODERN" line. Ask for information today.



#### **"Suburban" automatic economy model by "modern"**

- Fully automatic — with dependable timer.
- Handsome contemporary design — fits in with modern appliances.
- Choice of new decorator-color panels — a hot new selling idea.
- Completely simple, positive operation.
- Never cuts off water during regeneration.
- Simple and economical to install.
- Latest-type high-capacity resin makes the softener compact and efficient.
- Electronic tank-finishing process gives special "hard wear" coating.
- Plastic-lined tank — 10-year warranty.
- Large brine tank — seldom needs attention. Easy to fill.

Distributors! Write us to see if your particular territory is open. If so, here's a wonderful chance for profitable selling. Investigate it NOW!

#### **Dealers:**

**Mail This PROFIT-TICKET Today**

**Modern Water Treatment Division  
Geo. Getz, Corp.  
230 E. Main Street, Freeport, Illinois**  
Send me full information on the "Suburban"  
and the complete Modern Line

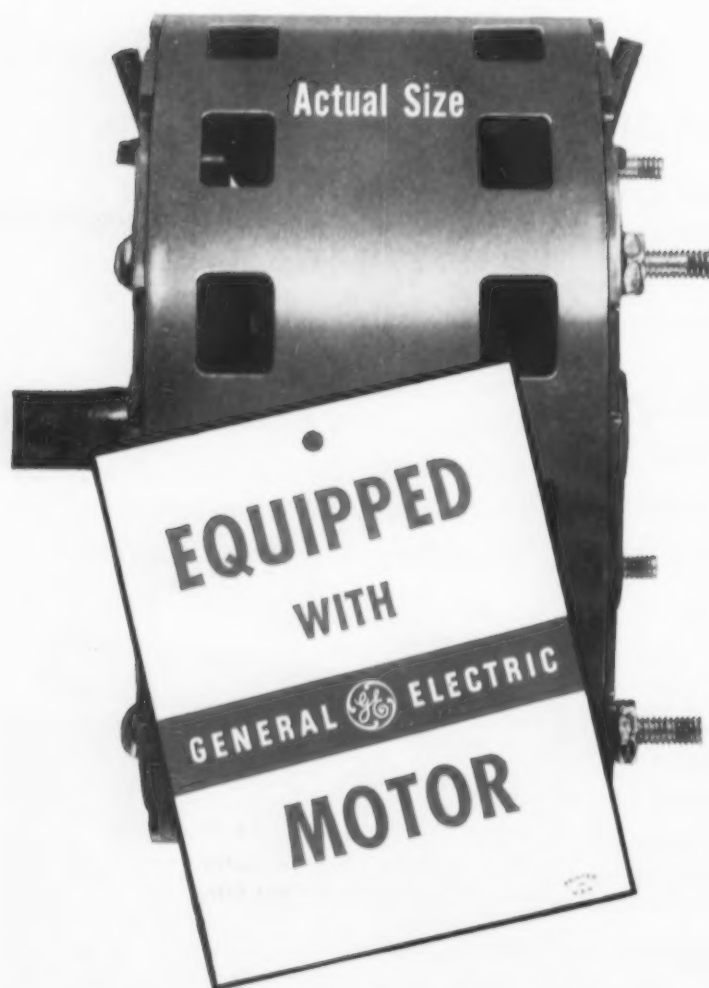
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
My wholesaler is \_\_\_\_\_

WHEN YOU SPECIFY  
GENERAL ELECTRIC'S NEW

# SLIM

FAN MOTOR YOU GET ASSURED  
Customer Preference

Your window fan customers know that "G.E." stands for dependability. In a special sales test conducted in Stamford, Connecticut, 28 purchasers out of 30 bought the product identified by a G-E sales-aid tag—though deliberately priced higher. They know they'll get a good product and that excellent service will be available quickly through nationwide service network. Specify General Electric's trim new fan motor, use the tag below and watch sales rise. General Electric Co., Schenectady 5, N. Y. 652-12



GENERAL  ELECTRIC

## MAJOR APPLIANCE SERVICE

STORY STARTS ON PAGE 78

if you exchange an in-warranty machine which is not faulty, the manufacturer is privileged to charge you (or your employer) for such unnecessary handling. Moreover, you are morally bound to use the same thorough checking procedures before you condemn an out-of-warranty unit.

During your first few months on the job, if refrigerator servicing is new to you, you may be plagued with uncertainty on some of the occasions when you are confronted with what appears to be a machine failure. In such cases do not hesitate to consult your service counselor. If you cannot get him on the job quickly enough, discuss your problem with him by telephone. And do not, for fear of embarrassment, fail to be frank with your customer about your uncertainty when you ask to use her telephone. She may overhear your conversation anyway; and, notwithstanding, she will appreciate your frankness and your efforts to restore her refrigerator to operation with a minimum of delay. Indeed, you'll be more likely to "lose face" if you make an unwarranted machine exchange.

**Prompt Service.** Make every effort possible to renew a faulty machine within 24 hours. To that end, place the order with your jobber by telephone and be sure to have ready the model and serial numbers so that he can select the right unit. If the machine is out of warranty, ask for the price of the exchange before you place the order so that you can quote an accurate estimate, for such prices may not be listed in your general repair parts price sheets.

**A Two-man Job.** Almost invariably you will need help when you renew a unit, not only to save your back, but also to avoid damaging the machine. Even with some of the smaller mechanisms you run a great risk of kinking the tubing if you work alone.

**Specific Instructions Important.** Be sure to have with you the manufacturer's machine-renewal instructions for the make and model in hand, for replacement procedures may vary considerably, even from one model to another. If you don't have many machine renewals—and you're not likely to in a small shop—you may have to refer to those instructions several times during the course of the work.

**Crating.** Needless to say, you should uncrate the new unit carefully to avoid damaging it. Furthermore, you must crate the old machine with equal care because the manufacturer will hold you responsible for damage in transit which results from poor crating.

### Cabinet Repairs

Superficial cabinet repairs present no problem to the mechanically-minded man who is a careful worker. Such jobs consist chiefly of servicing the shelves, the drawers, the door, and the door hardware.

**Door Seal.** Essential to economical operation is a good door seal.

A handy feeler gauge for checking the seal is a piece of currency. Use it like this: close the door on the bill, while holding onto one end of it, so that it will be caught flat (not folded) between the gasket and the cabinet face. Now try snatching the money out. Re-

(Continued on page 115)



"INSTEAD OF ASKING QUESTIONS, WHY DON'T YOU MAKE MONEY LIKE OTHER KIDS?"

# MAKE YOUR STORE CHRISTMAS GIFT HEADQUARTERS...SELL THE NEW SOUND FROM WEBCOR!

Webcor's great 1958 line of Tape Recorders and Fonographs makes Christmas gift selling a breeze...because *everybody* wants a new Webcor! So don't miss out! Contact your Webcor distributor *today*—and have those marvelous new Webcors on display when the big holiday buying push gets under way!

Webcor will lead off its Christmas advertising smash with a big arresting full-page, full-color ad on the complete line in Dec. 2 issue of *Life Magazine* and December 10 issue of *Look*! And throughout the holiday buying season, Webcor's high-impact full-page color ads will be seen and read by your customers in *Life* or *Look*... Webcor's profit-building sales story will appear repeatedly in *New Yorker*, *Sunset* and *Family Weekly*—and on dynamic billboards in your community!

So order this striking Webcor Christmas display now... and be sure to make the best possible use of the great new line-up of dealer mats, radio and TV spots your Webcor distributor has for you!



**SELL THE LINE THAT SELLS THE FASTEST! SELL WEBCOR!**



# FOR BIG CHRISTMAS SALES ... SELL THE LINE THAT LISTEN

## NEW WEBCOR HIGH FIDELITY

### Console Fonographs

Webcor has them! Consoles so beautifully designed that they'll add immeasurably to the most luxurious setting. And reproduction!

Yes, here's a *new kind* of high fidelity—the *new sound* from Webcor. These fabulous new 1958 Webcor consoles will actually take all the work out of your Christmas selling!

All 1958 Webcor High Fidelity Fonographs have the exclusive Webcor "Magic Mind" Diskchanger which permits playing of 33 $\frac{1}{3}$  and 45 rpm records, 7", 10" or 12" intermixed. Many are equipped for use with the new "Magic Touch" Remote Control. All have famous Webcor amplifiers and automatic shut-off. All play four speeds.



WEBCOR

#### Ravina High Fidelity Fonograph Model 1859

Artistocrat of Consoles! For the customer who demands the ultimate in high fidelity performance—encased in a cabinet of matchless beauty!

Three speakers—18 watts—50 to 15,000 cycles. Also available with AM-FM tuner—Model 1893. Mahogany, limed oak, cherry.

## NEW 1958 WEBCOR STEREO TAPE RECORDERS mean Merry Christmas sales for you!

Here's the great *new sound* everyone's talking about... the kind of stereofonic music new Webcor High Fidelity Stereofonic Tape Recorders reproduce from binaural tapes! Demonstrate these new Webcor Stereo instruments—and let those good holiday sales take care of themselves!

All 1958 Webcor Stereo Tape Recorders play back stereophonically—record and play back monaurally. All are equipped for use with the amazing new Webcor "Aural Balance" Remote Control which permits the listener to balance sound and adjust the audio level in both speaker systems from anywhere in the room!



WEBCOR

#### Imperial Stereofonic Tape Recorder Model 2897

Unequaled reproduction of binaural tapes... also records, plays back monaurally. AM radio.

"No reel-turnover" feature for monaural record and playback. "Aural Balance" Remote Control for use with Webcor Two-Section 6-Speaker External Sound System (optional, extra). Without AM radio—Model 2827. Ocean blue and grey.

## Webcor makes the world's most popular HIGH FIDELITY MONAURAL TAPE RECORDERS!

That's right! Webcor High Fidelity Monaural Tape Recorders outsell all others!

And this year's models are designed and built to set whopping new Christmas sales records for you!

Compare them with the field! Yes, all music sounds better on a Webcor!

In tape recorders—and in fonographs—Webcor has a *complete line*... everything you need to roll up those big profits!



WEBCOR

#### Imperial High Fidelity Monaural Tape Recorder Model 2816

Top Tape Recorder in the high fidelity field! Most of the features of a large professional recorder incorporated in a compact portable unit. Also available with AM radio—Model 2896.

Full-range sound system in detachable lid—records and plays back in both directions without "reel-turn-over." Ocean blue.

SELLS THE FASTEST **WEBCOR** ... ALL NEW FOR '58!

*all music sounds better on a* **WEBCOR**



**WEBCOR**

**Prelude High Fidelity Fonograf Model 1864**

Here's a brand-new consolette—and sure-fire for big profits! A distinct Webcor triumph—it has no match in value for quality reproduction!

Three speakers—powerful amplifier—50 to 15,000 cycles. Also available with AM radio—Model 1894. Mahogany, limed oak, cherry.

**WEBCOR**

**Overture High Fidelity Fonograf Model 1865**

The new consolette with the great sales future! Designed to sell itself on sight... engineered to prove itself for finest high fidelity sound!

Three speakers—8 watts—50 to 15,000 cycles. Also available with AM-FM radio tuner—model 1895. Mahogany, limed oak, cherry.

**WEBCOR**

**Musical High Fidelity Fonograf Model 1855**

A great new version of the most popular table model ever made! Thrilling high fidelity reproduction. Add matching legs (optional) and convert to a beautiful consolette!

Three speakers—powerful amplifier—50 to 15,000 cycles, tape recorder output receptacle. Mahogany, limed oak, cherry.



**WEBCOR**

**Royal Coronet Stereophonic Tape Recorder Model 2822**

The Royal Coronet makes possible true stereophonic music from binaural tapes. Numerical type tape counter. Also records and plays back monaurally without reversing reels.

Designed for use with Webcor Three-Speaker External Sound System (optional, extra). Ebony or white.

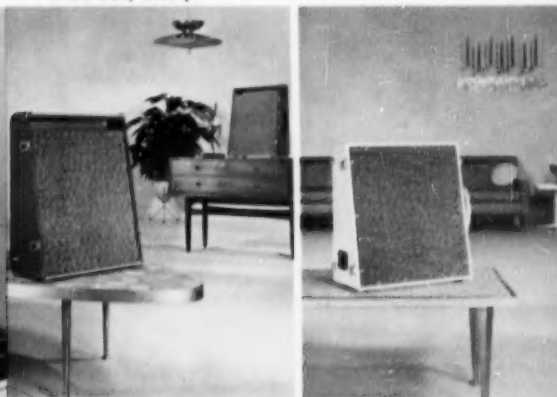


**WEBCOR**

**Royal Stereophonic Tape Recorder Model 2821**

Plays back music from binaural tapes with all the honesty and dimensions of the concert hall! Numerical type tape counter. Also records and plays back monaurally without "reel-turnover."

For use with Webcor Three-Speaker External Sound System (optional, extra). Ebony or white.



**WEBCOR**

**Stereophonic Sound Systems**

One-section sound system Two-Section sound systems  
Ebony—EP-4820 Ocean Blue—Model 4827  
White—WP-4820



**WEBCOR**

**Royal Coronet High Fidelity Monaural Tape Recorder Model 2812**

New re-styled 1958 version of a proved favorite! Exclusive Webcor "no reel-turnover" makes possible playing up to three hours without switching reels.

Three speakers—50 to 10,000 at 3 1/2 ips; 40 to 15,000 at 7 1/2 ips. Also available with AM radio—model 2892. Ebony or white.



**WEBCOR**

**Royal High Fidelity Monaural Tape Recorder Model 2811**

Most popular tape recorder ever built—in a great new 1958 model! Records and plays back in both directions for up to three hours without "reel-turnover."

Frequency range 70 to 7,000 at 3 1/2 ips; 50 to 12,000 at 7 1/2 ips. Also available with AM radio tuner—Model 2891. Ebony or white.

**BRAND NEW FOR CHRISTMAS**



**WEBCOR**

**Regent High Fidelity Tape Recorder**

Yes, Webcor has done it again—the new Regent is the latest development in magnetic tape recording instruments—beautifully designed, easily operated and most important... it weighs only 31 lbs. Available in either stereophonic or monaural versions.

Normal voice range at 1 1/2 ips.; 70 to 7,000 at 3 1/2 ips; 50 to 12,000 at 7 1/2 ips. 5 watts power. 3 speeds. Remote control accessories for model 2819 are optional. Ebony EP2810 (monaural), 2819 (remote control), 2820 (stereophonic).



# WEBCOR 1958

*... first in portables!*

Again Webcor steps out ahead with its brilliant new line of 1958 portables! Here is everything customers want in true high fidelity! Here, too, is the most popular gift at Christmastime. Webcor portables *really sell!*

"Magic Mind" Diskchanger . . . automatic shut-off—four speeds—beautiful styling . . . New Webcor portables have all the features that mean big profits for you!



WEBCOR  
**Musicale High Fidelity Portable**  
Model 1862

World's most distinctive portable fonograf. Carrying case is covered in luxurious genuine leather . . . Gives clear, thrilling high fidelity sound.

Three big speakers—powerful amplifier—50 to 15,000 cycles. Luggage Tan or Ginger.



WEBCOR  
**Holiday Imperial High Fidelity Portable**  
Model 1863

All new-high fidelity portable! Gives "console" reproduction—styled to accent the best in any surroundings!

Three big speakers—powerful amplifier—50 to 15,000 cycles. In ebony or tan.



WEBCOR  
**Holiday Coronet High Fidelity Portable**  
Model 1854

Here's high fidelity quality that more than matches anything in the price range! Beautifully styled in a smart two-tone carrying case.

Two powerful speakers—powerful amplifier—50 to 10,000 cycles. Ebony and grey or brown and tan.



WEBCOR  
**Holiday High Fidelity Portable**  
Model 1853

The Webcor Holiday holds the all-time portable sales record . . . and the new 1958 version has even more to offer!

Two big speakers—wide-range amplifier—many other features. Also available with AM radio—model 1891. Ebony and grey or rust and brown tweed.



WEBCOR  
**Festival Portable**  
Model 1852

Big Value . . . priced to sell! The new 1958 Festival provides many advantages found only in far more expensive instruments!

Full range PM speaker—powerful amplifier—"Magic Mind" Diskchanger. Orange and grey or blue and grey.



WEBCOR  
**Melody Portable**  
Model 1812

The 1958 Melody is the manual with the big features! Engineered for true, life-like sound . . . designed for attractive appearance and ease of handling.

Wide-range PM speaker—powerful new amplifier—built-in 45 rpm adapter. Red and white, blue and white, green and white, brown and white.



## MAJOR APPLIANCE SERVICE

STORY STARTS ON PAGE 78

peat this test all around the door at intervals of about eight or ten inches. The "bite" should be rather uniform all around. If it isn't, you'll need to adjust or renew whatever is necessary to make it so.

**Distorted Door.** Occasionally, you may have to service a machine whose door is so distorted that the only solution seems renewal of the door shell. But a number of models are so designed that certain irregularities in the contour of the door may be corrected by an adjustment which can be made with ordinary hand tools. Before you attempt such an adjustment, consult your service manual for the make in hand, for the methods vary from one model to another.

**Other Cabinet Repairs.** When circumstances require that you go deeper—to remove a liner, for example—be sure to consult your service manual, for these major disassembly methods also vary greatly from one model to another.

### Prove The Work

When you renew a starting relay you would quite naturally test the machine repeatedly for starting to assure yourself that the new relay operates all right, for occasionally you may install a new one that has suffered concealed damage in transit. Don't forget that, with some machines, you must allow a slight lapse of time between stopping and starting.

If you have serviced the temperature control, you will want to wait long enough to see that the machine does cycle several times automatically. You can hurry this process, if necessary, by opening the door after each automatic cut-off or—to go a step further—you can warm the temperature control bulb, if it is readily accessible, by pressing your hand tightly against it.

If the machine has completely defrosted before your arrival or during the course of your work, you can tell in a few minutes if it is refrigerating by laying your hands against the evaporator, for that part begins to cool very soon after the machine has been started.

In short, your final test should tell you that the refrigerator runs satisfactorily, it stops and starts automatically, and that it does refrigerate.

End

# STRIKING EFFICIENT INEXPENSIVE



*Packaged*

## TRADE-WIND / PATRICIAN VENTILATING HOOD

Here, for the first time, is outstanding appearance, performance and quality built into a striking ventilating hood at a remarkable price.

The Trade-Wind Patrician is supplied as a complete package, ready for quick, simple installation. This is what you get:

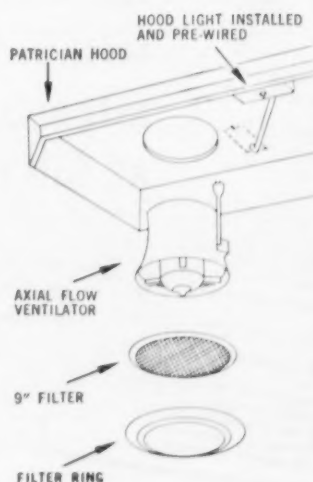
Hood in copper-tone or satin chrome\* with solid top cut out for ventilator (left, right or center). Hood completely pre-wired with light and on/off switch. Your choice of 5 lengths—30", 36", 39", 42" or 48". Mounting holes and screws provided.

Ventilator—Trade-Wind's exclusive Axial Flow unit—quiet and delivering full capacity. Has remarkable pressure characteristics against duct resistance. Takes standard 7" round pipe. Back draft damper available.

Filter Grille. Big 9" diameter washable filter is quickly removed by unscrewing 2 wing nuts.

The Patrician is making house sales easier and profits longer. Get the facts today.

\*White and colors also available.



*Trade-Wind Motorfans, Inc.*

7755 PARAMOUNT BLVD., DEPT. EM, RIVERA, CALIF.

# Dealers Make

## WHEN THEY SELL

**PROVEN VALUE \* SERVICE \* DEPENDABILITY**

When it's appliances for your home, be sure—Choose these famous makes to serve you and your family for years to come—

**BALTIMORE Gas and Electric COMPANY**

Baltimore American—Main News—27  
Sunday, May 26, 1957

normal beauty of efficient  
a constant air stream  
the tip of your fingers. Installation up

LEX. 9-8006-EXT. 2433

**EUREKA roto-matic special model "860" vacuum**

It's a low-priced efficient cleaner!

for only **\$49.95**

complete with deluxe cleaning tools!

- Soft, Round Dusting Brush
- Rug Nozzle with Floating Brush
- Two handy extension wands
- Long Crevice Tool for Hidden Dirt
- Upholstery Nozzle with 2-Way Brush

Hose swivels in top... You can clean all over without moving cleaner! No dust bag to empty... simply zip clips to open and remove sanitary throw-away dust bag. New easy-glide rug nozzle with floating brush... cleans bare floor, too! There's no lifting or carrying with this Eureka... it rolls easily on rubber wheels!

**NO MONEY DOWN** | **\$2.40 MONTH**

LEXINGTON 9-8006-EXT. 2441

**NEW EUREKA "golden crown" SUPER ROTO-MATIC**

powerful, deep-down cleaning with a gentle, feather-touch

**\$69.95**

complete with all deluxe cleaning tools

**NO MONEY DOWN** | **\$3.35 MONTH**

**FREE 10 DAY HOME TRIAL**

Try Eureka in your own home... no obligation to you!

**COME IN FOR A PERSONAL DEMONSTRATION**

See Eureka in action tomorrow!

**FREE** when you buy the model 860

**STORAGE CREST AND TV BENCH**

Handsome gold toned chest a ideal for storing Eureka when not in use. Makes a fine TV bench for extra seating when needed.

Cyclonic air action prevents dirt from clogging sides of dust bag... means better suction even with pounds of dirt in dust bag. Double-size double dust bag lasts twice as long!

**6 Gas and Electric Company Stores**

**DOWNTOWN—LEXINGTON A**

**BRANCH STORES—**

HIGHLANDTOWN—3706 Eastern Ave.—Lea

HAYES DE GRACE—327 St. John Street—

WESTMONTGOMERY—75 E. Main Street—Call Thomas

ALHAMBRA—300 Main Street—Call Columbia 9-9991

DE AD—37 Courtland Street—Call Bal Air 1000

**BALTIMORE GAS AND ELECTRIC COMPANY**

BALTIMORE, MD.

has sold EUREKA cleaners exclusively for 43 years

Sell over 3,000 Eureka each year without "cut-price" advertising and at full retail prices!

Promotional ads like this appear regularly in Baltimore newspapers. Build traffic and more Eureka sales.

# More Profit

## EUREKA CLEANERS

- ✓ Eureka regular retail prices are not "butchered" in dealers' cut-price advertising
- ✓ Dealers' per cent of profit on Eureka sales is consistently more than on other cleaners
- ✓ More big utility companies feature Eureka cleaners exclusively than any other cleaner

Year after year, more major power companies feature Eureka cleaners exclusively...sell no other brand. Why? Because they know that Eureka gives their customers outstanding value and unsurpassed performance.

They know, too, that Eurekas can be sold in big volume, at regular retail prices and full profit. And they know they don't have to fight ruinous cut-price advertising by other Eureka dealers in their communities.

That's how utilities want to operate. That's how *you* can operate, too. Eureka offers this same assurance to all dealers—everywhere! Remember, when you sell Eurekas **YOU MAKE MORE PROFIT!**

### FOR OVER 30 YEARS these big utilities have featured Eureka cleaners

Baltimore.....	Baltimore Gas and Electric Co.
Boston.....	Boston Edison Co.
Philadelphia.....	Philadelphia Electric Co.
Chicago.....	Commonwealth Edison Co.
Minneapolis.....	Northern States Power Co.
Jackson.....	Consumers Power Co.
Akron.....	Ohio Edison Co.
Peoria.....	Central Illinois Light Co.

**and many more**



**EUREKA WILLIAMS CORPORATION**  
BLOOMINGTON, ILLINOIS

In Canada: ONWARD MANUFACTURING CO., LTD., Kitchener, Ont.

Eureka's 3  
Gleaming Models  
give you a  
complete line at  
profit prices



**EUREKA 2-Speed Automatic** for large rugs and carpets. **Model 260 \$89.95**



**EUREKA Super Roto-Matic** for more profit, "step-up" sales. **Model 960 \$69.95**



**EUREKA Special Roto-Matic** for "price-leader" promotions. **Model 860 \$49.95**





*Dear Friends,*

*We have upped our production  
to meet your demands. Thank  
you for helping us prove that  
profit and quality are  
synonymous.*

*Allen B. Dumont*

CHAIRMAN OF THE BOARD

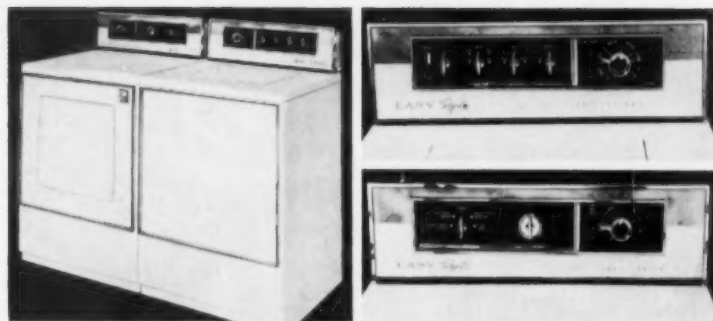


ALLEN B. DUMONT LABORATORIES, INC.

*First with the Finest in Television and High Fidelity*

# new products

**ANNA A. NOONE  
EDITOR**



Easy "Perfect Pair" Regents ADH and DDH (left); Washer control selector panel (above right) has 5 wash, 3 rinse controls, a fabric indicator and timer dial, dryer control panel (lower right) has 5-temp. fabric dial.

## EASY Announces 1958 "H" Line Washers and Dryers

"H" line includes 4 automatic washers and 6 automatic dryers in "perfect pair" matched design and construction in Regent, Riviera and Cavalier series. Dryers include 3 electric and 3 gas models.

**Regent ADH** top of line washers features Tip-Top filter in lid for full-time filtering of lint, grit, sediment, in any water level or load size; control center panel with load control selector, 5 wash (hot, medium, warm, cool, cold) and 3 rinse (warm, cool, cold) temperature controls, a fabric indicator and a "mastermind" timer dial. Load control at left offers wide range of settings from smallest to fullest with correct amount of wash and rinse water automatically selected for each load; water level is indicated by thermometer set into dial panel.

Fabric protector selector switch automatically provides 2 separate Spiralator wash and spin speeds (regular or fine fabrics; regular or normal fabrics wash action operates at 62 strokes per min, damp-dry spin at 660 rpm; fine fabrics Spiralator operates at 43 strokes per min, spin cycle 440 rpm).

Pre-wash soak setting on dial is part of automatic wash cycle—tub fills, agitates for 5-minutes, spins and stops. "Suds-O-Matic" suds saver is optional.

**Regent DDH** matching top of line gas or electric dryer has 5-temperature "fabric protector dial" for selecting correct heat for each type fabric, includes a "wash 'n wear" setting, plus

warm, low, high and a fluff-and-tumble setting for drying with no heat. Thermostatically controlled timer dial with 3 automatic settings for light, normal or heavy loads and a selector for fine and normal fabrics shuts off when load is dry; fabric refresher to add scent to clothes, can be pre-measured for each load.

**Other DDH** dryer features include large lint trap inside door; automatic door latch release; illuminated interior baked-on cylinder finish; 48 rpm drum; 1/4 h.p. motor; airflow in excess of 200 cfm; fluorescent-lighted panel.

**Riviera ACH** washer follows Regent with 3 wash and 2 rinse temperatures; Tip-top filter; 2-speed fabric protector; "mastermind" timer dial; Suds-O-Matic optional.

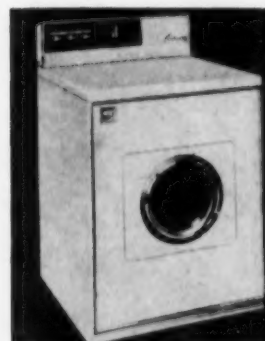
**Matching Riviera** dryers DCH, similar to Regent dryers with 3 push-button temperatures including fluff-and-tumble setting; simplified timer dial with 15-min. graduations up to 60-min; (can also be set past 60-min. up to 3 hrs.) for 115-volt and heavy fabric drying; same high airflow blower fan; giant lint tray; automatic door switch.

**Cavalier "pair"** include budget washer ASH with control panel, timer dial, 3-wash temperature knobs, 2 rinse water temperature knobs, color-styled control panel in turquoise and charcoal. Dryer DSH has tumble-dry action, easily-operated timer dial with 15-min. graduations; 5 min. cool-off before end of cycle.

**Holiday AEH** washer, the fourth automatic washer in line is designed to stimulate traffic.

Price range includes top-of-line Regent washer at \$369.95 (Suds-saver, \$25. extra) and matching dryers, \$279.95 for electric, and \$309.95 gas.

Easy Laundry Appliances Div., The Murray Corp. of America, 919 N. Michigan Ave., Chicago, Ill.



Easy's "Combomatic" CDH washer-dryer

### EASY 1958 Washer-Dryer Combination

Easy's 1958 washer-dryer, "Combomatic" CDH is the same 27-in. wide, 36-in. high as the 1957 model, with self-illuminated modern design control panel, front-opening, chrome-plated porthole door and waist-high door latch.

Features include Tilt-Tumble wash action with baffles on cylinder that tumble clothes into well of surging sudsy water; Master control center has 3 wash temperatures (cool, warm, hot), 2 rinse temperatures (cold and warm), 2 dry settings (normal and fine fabrics).

Four master rinse actions consist of tumble spray, tumble deep rinse, surge-spin spray and tumble clear water rinse; each rinse is followed by separate Accalex "surge 'n spin" high speed spins, followed by slowed coasting periods. An initial drying during final extraction spin is provided when Easy pre-heater introduces maximum heat to give clothes top temperatures while



Combomatic control panel

still wet; thermostatically controlled heat regulates exact moisture contact of clothes and unit automatically shuts off when clothes are "just dry"; machine automatically adjusts action and timer to needs of fabric.

Requires no venting; Tumble tub is porcelain enamel; cabinet white baked on bonderized steel with white porcelain enamel top; temperature controls on control panel are chrome; charcoal and flamingo trim; panel is illuminated by fluorescent light with independent switch.

Price, \$529.95.

Easy Laundry Appliance Div., The Murray Corp. of America, 919 N. Michigan Ave., Chicago, Ill.



Culligan water softener

### CULLIGAN Automatic Water Softener

This water softener features an electric timer and electronic regenerator that can be set to regenerate softener as often as needed.

Timer and regenerator completes regeneration cycle of backwashing, brining and rinsing, and supplying filtered, soft water without periodic attention of householder; can be set to regenerate any or every day, at any hour, depending on family needs, however water drawn during 45-min. cycle required to regenerate is hard, most timers are set for night regeneration.

Takes up less than 1 sq. ft. floor space; pencil-thin styling; plugs into any outlet; uses minimal amount current; available on a service basis or can be purchased outright, or through lease-purchase plan with option to buy. Regenerator disconnects for vacation.

Culligan, Inc., Northbrook, Ill.

# Sensational New "Wrinkle" In Dryer Selling!

*Wahoo! Me take 'um  
big ironing chore  
out of washday!*



## Matching NORGE Washer Also Loaded with Easy-to-Demonstrate Exclusive Extras for Washing Man-Made Fabrics

You can show how Norge's exclusive new Round-the-Clock Timer permits an automatic pre-soak in bleach to get nylons whiter...how the Automatic Lint-Out Dispenser Wheel adds Calgon to the rinse water automatically to rinse out every trace of yellowing, graying soap film that makes all clothes look dull and dingy.

And you can show how the '58 Norge Washer *also* reduces wrinkling of man-made fibers, automatically. Norge's automatic hot, warm, or cold wash and warm or cold rinse give necessary temperature change to "shock" wrinkles out of garments. Slow spin speed and short cycle prevent excessive wrinkling and creasing.

No other washer made offers such perfect handling of man-made fabrics for cleaner washing, better rinsing, less wrinkling, longer wear. It gives dealers the most power-packed sales story they've ever had.



Model ED-28 Electric Dryer

Model AW-28-2 Washer

# NORGE®



NORGE SALES CORPORATION, Subsidiary of Berg-Warner Corporation,

OCTOBER, 1957—ELECTRICAL MERCHANDISING



# '58 NORGE Dryer with Amazing New Automatic Wrinkle-Out!

**Wash 'n Wear Clothes Come Out of the Dryer Ready to Put On!**



## Here's the New NORGE Control That Really Brings 'Em In...Closes the Sale Like Magic!

It's Norge's new Dial-A-Heat Selector! Watch their eyes pop when you flick it to the "Wrinkle-Out" setting and demonstrate how it removes wrinkles from wash 'n wear suits, skirts, blouses...

saves ironing drudgery! Then show them how they can choose 4 different heat temperatures for perfect handling of every type item, including many that could never before go in a dryer!

## *Plus* ALL THESE OTHER EXTRAS TO CREATE SALES ON THE FLOOR

**4-WAY DRYING.** Dry with room temperature air or heated air; with or without tumbling. Tailor the drying to the fabric.

**EXCLUSIVE TIME-LINE CONTROL** lets you select any drying interval from 5 to 120 minutes. Tel-A-Time Guide Line shows progress at a glance.

**EXCLUSIVE HAMPER-DOR** funnels clothes directly into the dryer drum. Also has sort 'n stack position; opens all the way for up-close basket loading.

**SPECIAL DRYING RACK.** Goes inside drum for stationary drying of dainty negligees, cashmeres, foam rubber pillows.

**STOP 'N DRY CONTROL.** Located at top of loading port. Swings down to stop cylinder for 2 stationary drying methods.

**BIGGEST FAN, CYLINDER, AIR FLOW** for fresher, fluffier, more wrinkle-resistant drying than is possible on a clothesline!

# is The Dealer Profit Line

Merchandise Mart Plaza, Chicago 54, Illinois. Canada: Addison's Ltd., Toronto. Export Sales—Berg-Warner International, Chicago 3, Ill.

# new products

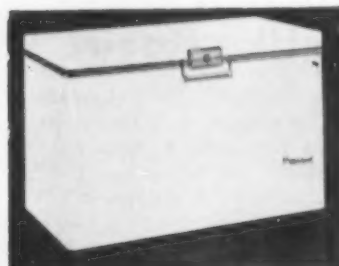


Westinghouse portable dishwasher

## WESTINGHOUSE Portable Dishwasher

New portable dishwasher holds dinner service for 8 people; complete cycle takes 33 minutes consisting of 1-min. pre-rinse, 10-min. power rinse, 1-min. purge; 90-sec. power rinse; 1-min. drain and another power rinse and drain; finally a 16-min. power dry cycle; 750-watt heater boosts water temp. during power washing and rinsing, provides heat for power propelled drying; uses 6-gal. hot water; retractable hoses, safety grounded cord fit into special "hide-away" compartment at rear; this compartment also houses concealed "escape" vent for hot air pressure that may build up during complete cycle; snap-on hose connector and 3 different faucet adapters come with each machine; counterbalanced porcelain lid cleans easily; interior tub covered with special acid resistant porcelain enamel; round-the-top yellow vinyl trim band serves as bumper guard to protect appliances and cabinets when moving unit; 22-in. wide, 26-in. deep and 34-in. high; fits under most kitchen cabinets.

Westinghouse Electric Corp., Columbus, O.



RCA-Whirlpool chest freezer DC-15-H

## RCA-WHIRLPOOL Freezer

Custom chest freezer DC-15-H has 15 cu. ft. capacity, holds 522 lbs. frozen food.

Features include 7 refrigerated fast freezing surfaces; removable divider to separate into storage sections; 31-lb. lift-out basket; self-aligning, tight-seal,

counterbalanced lid that opens and shuts easily, will not pop up or close unexpectedly; wide rubber collar at top forms shelf for loading.

High density laminated glass fiber insulation; automatic adjustable temperature control preset at factory; pink interior with chrome and charcoal; white baked enamel exterior; 37x54x33 1/2 in.

Whirlpool Corp., St. Joseph, Mich.

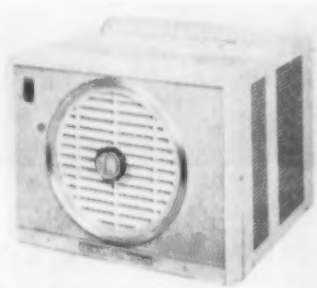


Seth Thomas Solarion Clock

## SETH THOMAS Clock

Solarion clock generates voltage when subjected to sun or incandescent light needs no cords, no winding; runs indefinitely; activated by 10 solar cells on top of clock; special accumulator stores energy to operate mechanism; swept-back case of polished brass on swing base to permit tilting for easy reading; polished brass bezel and hands; picture frame silver dial; 4 1/4 in. high.

Seth Thomas Clocks, Div., General Time Corp., Thomaston, Conn.



Mitchell 59 lb. air conditioner

## MITCHELL Portable Conditioner

Mitchell's 59 lb. True portable room air conditioner is introduced as a preview of their 1958 line.

This 7 1/2 amp. portable is 16-in. wide, 15-in. deep, 12-in. high,—smaller than average portable TV; made possible by new special Powertron compressor; installs in regulation or casement-windows with snap-in panels for installing without tools; built-in carrying handle for easy moving.

Hi-Fi cooling—a new concept in balanced air conditioning is another feature.

Mitchell Mfg. Co., Div. Cory Corp., 3200 W. Peterson Ave., Chicago, Ill.



Arvin radiant heat screen No. 5759

## ARVIN Radiant-Heat Screen

Combines infra-red radiant heater with a portable 3-panel screen finished in charcoal colored Arvinyl plastic with silver and gold trim; provides 20 sq. ft. heating surface; can be focused directly on individual; heat is even and uniform without hot spots or cool areas; automatic thermostat limits surface temperature of panels to 150 degs; adaptable for use anywhere—living room, bedroom, patio, dining area, bath, game room, sun porch; folds compactly to single panel width for easy carrying and storage; operates on 120 volt 60 cycle a.c. at 1000 watts; de-

livers 3412 Btus; pilot light glows when heater is turned on; on-off switch; 8-ft. line cord is detachable; 56 in. high.

Arvin Industries Inc., Columbus, Ind.



General Chef cabinet kitchen

## GENERAL CHEF Cabinet Kitchen

Combines refrigerator, surface units (with oven if desired) freezer and sink in a cabinet 29 in. wide. Selection of natural wood or white finishes makes it possible to blend the unit with other furniture or appliances.

General Air Conditioning Corp., 4542 E. Dunham St., Los Angeles, 23, Calif.



Westinghouse 1958 refrigerator-freezer model DCL-16



## WESTINGHOUSE Announces 1958 Refrigerator Line

"Shape of Tomorrow" 1958 Westinghouse refrigerator line consists of 9 models designed to look built-in.

Featured is a high-speed automatic cold injector that chills food quickly and offsets cold loss from door openings; cold injector fan at cabinet rear, forces air across cold plate and distributes it throughout cabinet; 5 of 9 models feature a frostfree automatic defrosting of refrigerator section and have separate freezer sections with capacities from 70 to 190 lbs; magnets in "child-safe" magnet doors are of ceramic substance-sintered barium ferrite, and will retain magnetism for life.

55 color combinations are available through use of 5 basic cabinet colors (white, aqua, lemon, pink and gray) and 11 choose and change color door

panels can be installed in few minutes; 9 of these panels are textured materials; 2 feature wood grains; panel colors include those of cabinet plus wintergreen, blues, red, cinnamon, mahogany and light oak.

Eight lbs. ice cubes can be stored in separate freezer: as ice is ready, trays are inserted in snap ejector to free cubes and deposit them in serving basket until needed.

Slide-out shelves double as serving trays; illuminated plastic shelf guides; removable storage compartments; meat keeper, twin vegetable crispers and egg servers are all removable for use at serving table.

Westinghouse Electric Corp., Mansfield, O.

Who will it be  
this year?



## ANNOUNCING:

Ladies' Home Journal & NARDA's  
4th Annual Contest  
for Appliance, Radio-TV Salesmen...

# "Creative Retail Salesman of the Year"

### PRIZES

**Grand Prize**...\$500.00 plus silver plaque and all-expense round-trip to Chicago for presentation of award in January 1958.

4 additional prizes, for winners in each of these 4 categories:

Complete kitchens .....	\$125.00
Major appliances .....	125.00
Electric housewares .....	125.00
Radio & TV .....	125.00

plus bronze plaque

100 Certificates of Merit

**\$1000.00 IN CASH PRIZES!** Do you know an appliance or radio-TV retail salesman who used a bright selling idea to get business in 1957? You can help him win big prize money!

Here's all you do. Just send coupon below for a supply of official entry blanks. Get your salesmen to write down their selling ideas in their own words. Literary ability doesn't count. It's ideas we're after! Remember—send for entry blanks *today!*

### RULES

1. All entries must be sent on official entry form available free on request from Mr. Georges J. Birgy, Ladies' Home Journal, Independence Sq., Philadelphia 5, Pa.  
2. Any person is eligible to enter the contest who does full-time selling of complete kitchens, major appliances, electric housewares and/or radio and TV.

3. Writing ability is not important—only the *selling idea* counts.  
4. Salesmen may submit as many creative selling ideas as they wish, but each must be on separate entry blank.  
5. Entries must be postmarked not later than midnight, Saturday, November 30, 1957.

Ladies' Home  
**JOURNAL**

A CURTIS PUBLICATION

Independence Square, Philadelphia 5, Pa.

Mr. Georges J. Birgy  
Appliance Merchandising Manager  
Ladies' Home Journal  
Independence Square, Philadelphia 5, Pa.

Please send me \_\_\_\_\_ official entry blanks for the fourth annual LADIES' HOME JOURNAL-NARDA contest for *Creative Retail Salesman of the Year* in the Appliance, Radio-TV Industry.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

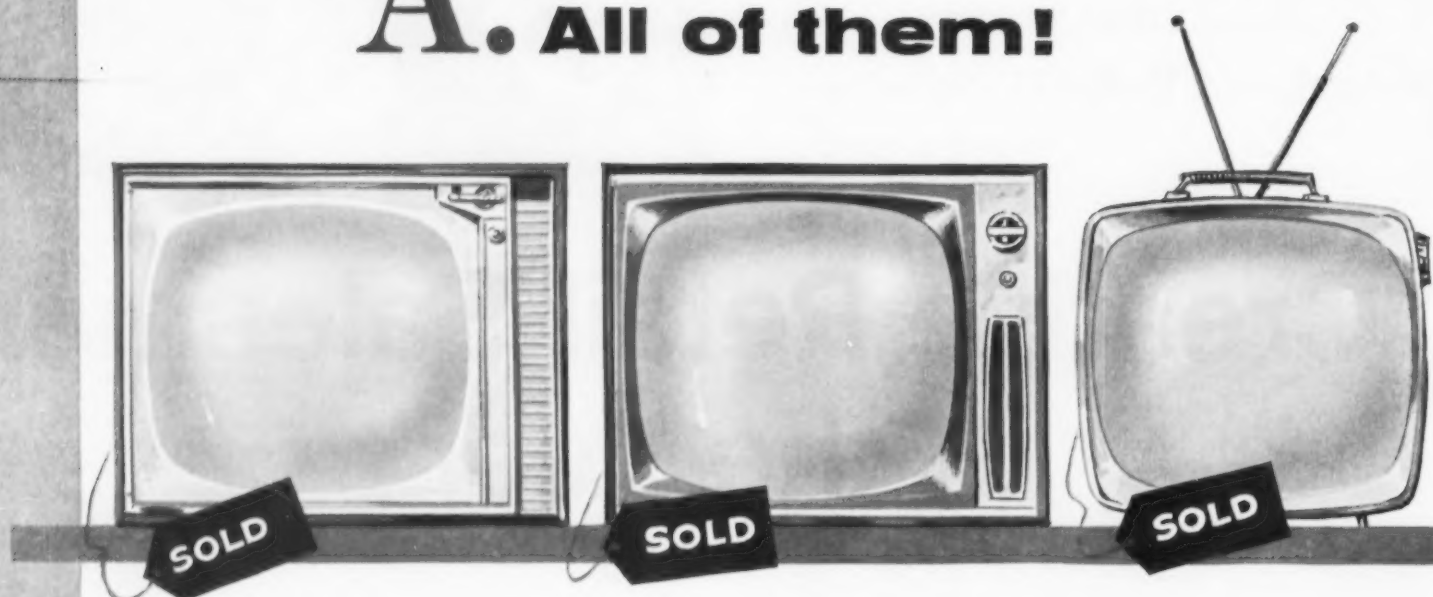
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Contest closes midnight, Saturday, November 30, 1957



# Q. Which was advertised in

# A. All of them!



## CHICAGO'S TELEVISION MARKET

**Big...rich...but hotly competitive!**

In Chicago and suburbs, 92% (or 1,552,000) of the households have television sets, BUT—

- 51% (or 756,000) sets are four years old or older!
- no single manufacturer has a greater share of the market than 15% of the total sets owned!
- only 8 out of every 100 households have more than one set!

You'll find much more valuable information about the television market in the fact-packed pages of the Chicago Tribune's Appliance Market Study. Sorry, we're not mailing it, but your Tribune representative will review it with you.

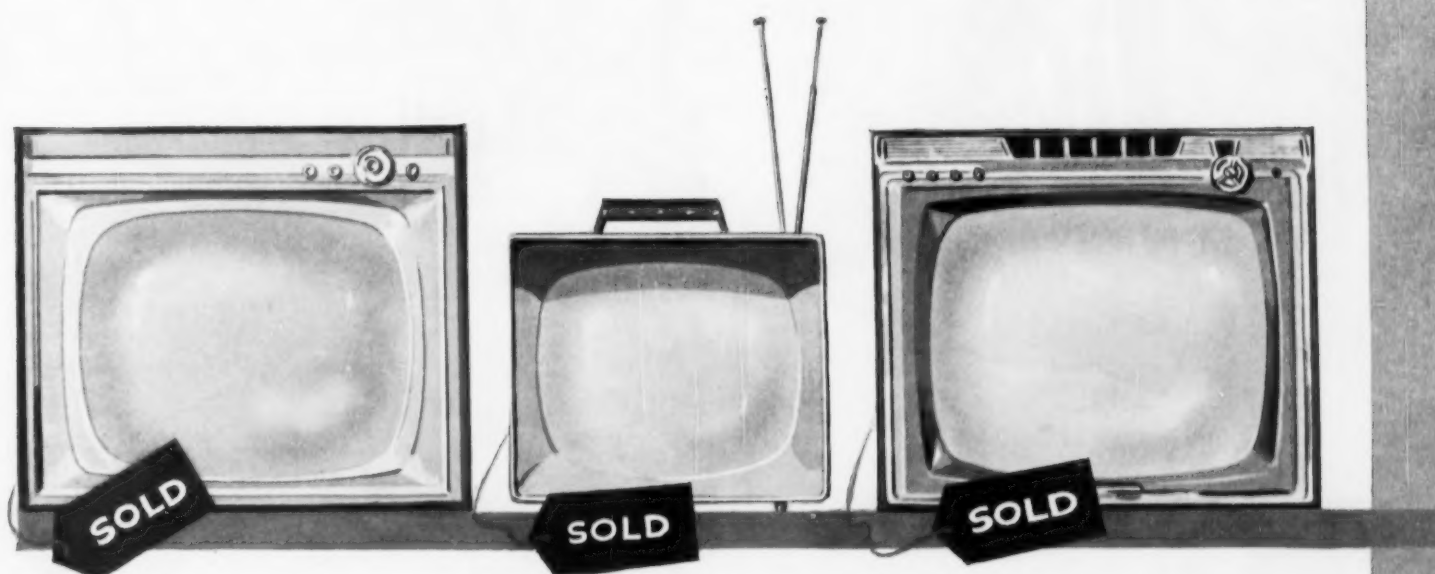
In today's fiercely competitive television market, your line needs the strongest selling support it can get. In the Chicago market, that means the Chicago Tribune.

More than any other medium, the Tribune stirs people into action...triggers their response...makes them *want* to buy.

When asked, in the Tribune's Appliance Market Study, "Which Chicago newspaper do you think is most useful to someone buying a new appliance?", 58% said, "The Tribune!" Other Chicago papers were named by only 18%, 15% and 8%.

That's why your advertising in the Tribune activates more sales. That's why dealers here push Tribune-advertised lines aggressively. And also why

## the Chicago Tribune?



general advertisers of radio and television sets place more advertising in the Tribune (55% of the city total during 1956) than in any other Chicago paper.

Let us show you why, to sell more sets in the Chicago market, your campaign belongs in the Tribune. Call your nearest Tribune representative today.

### FIRST IN THE NATION!

**The Tribune leads all other newspapers in the United States in Radio & TV Sets and Housing Equipment & Supplies advertising linage!**

*Source: Media Records, Inc., Year, 1956*

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

**Chicago**  
W. H. Hattendorf  
1333 Tribune Tower  
SUperior 7-0100

**New York City**  
E. P. Struhsacker  
220 E. 42nd St.  
MUrray Hill 2-3033

**Detroit**  
W. E. Bates  
1263 Penobscot Bldg.  
WOodward 2-8422

**San Francisco**  
Fitzpatrick Associates  
155 Montgomery St.  
GARfield 1-7946

**Los Angeles**  
Fitzpatrick Associates  
3460 Wilshire Blvd.  
DUmkirk 5-3557



## Shreveport dealer sells new suburb using Tide as a premium— delivers 108 washers in one neighborhood!

S. Winston Brown, owner of Brown Bros. Appliance Store, Shreveport, La.

**How do you sell a new housing development your washers, when everybody in town is out after the business?**

"I'm frank to say it was Tide that turned the trick for us," says S. Winston Brown. "We offered the big new Home Laundry Size box of Tide for the name of a prospect . . . or to help close a sale. And in two years we've sold 108 washers at this new Sunset Acres alone!"

"I told the first few people I sold that I'd give 'em a Home Laundry Size box of Tide if anybody they recommended bought a new automatic washer. Soon one of 'em tells her neighbor to buy her new washer at Brown's because then she'll get one of those extra-big new boxes of Tide!"

"Next thing you know they're *both* down at the store and the battle's half over. And when I sell the neigh-

bor, I make her the same offer—then I've got *two* satisfied customers! That's how we sold so many washers at Sunset Acres.

"We use Tide to *close* the deal too," reports Mr. Brown, "like when a prospect comes back with her husband and the old man's kinda hangin' off—I give 'em a Home Laundry Size Tide, too—and I'll close the sale right there. And y'know, I've found you don't have to give as much on a trade-in . . . they'll go for less when you throw in the Tide."

"What makes Tide such a good premium offer? Well, I'm not rightly sure I can list the reasons in the right order, but I'd say first is that Tide's so popular in these parts . . . and second, it's the one thing everybody can use more of. And, oh yes, this here Home Laundry Size is sure mighty popular with the ladies—

they think it'll do 'em a year! But in any case, of all the premiums we've used in the past—watches, silverware, pressure cookers—Tide's sure been the most effective, and it sure makes an economical premium, too."

**Take a tip from Mr. Brown**—here's how you can use Tide to increase your washer sales:

1. Obtain Tide through your Tide Appliance Trade Representative\* at *less-than-wholesale* price!
2. Offer a Home Laundry Size box of Tide to every customer who gives you the name of a new prospect who buys a washer.
3. Offer a Home Laundry Size box of Tide to help close a sale!



\*For complete details and/or the name of your Tide Appliance Trade Representative, write Tide Home Laundering Bureau, 806 Gwynne Bldg., Cincinnati 2, Ohio.

A Product of Procter & Gamble

Promote with Tide—packed in 25 automatics,  
used in 25 million homes every year!



# new products



Westinghouse Imperial AL 50 Range



## WESTINGHOUSE 1958 Range Line

Six 1958 Westinghouse range line includes three 40- and three 30-in. redesigned "Shape of Tomorrow" models.

Basic design of all six models is same with recessed tops to provide non-drip work surfaces; all platforms divided with work surface between two pairs of cooking units; all have 23-in. master oven; double oven Imperial AL-40 has 12-in. "thrill" oven.

Oven design includes removable tubular Corox element top and bottom; "spread-even" units; in addition, every surface unit and every oven heater in line plugs in and out.

Miracle Seal, a 1/4-in. flexible gasket of Fibreglas surrounds oven opening, seals against door to lock out air currents and lock in uniform heat; elec-

tric clock and minute timer turns oven on and off at any desired time; 2 reversible racks, 4 sets of rack glides give 7 different rack positions; Imperial AL-30 has nonfogging glass window in oven door; fluorescent lighted back-splasher contains all controls; AL-40 has automatic grill, with its own temperature control; available as an accessory on other five models.

A rotisserie accessory which attaches to oven rack and operates on normal household electricity is also available.

In addition to white, 1958 ranges also are available in Westinghouse confection colors—pink, yellow, aqua or gray, as well as white enamel.

Westinghouse Electric Corp., Mansfield, Ohio.



Westinghouse "Laundromat" washer and dryer pair

## WESTINGHOUSE 1958 Laundry Line

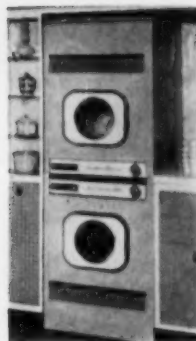
Four model Laundromat line features push-button selection of 5 wash water temperatures—hot, medium, warm, cool and cold; and 2 rinse water temperatures—warm and cold; any wash temperature may be combined with any rinse temperature; washing time is controlled by 2-cycle Fabric-Master dial which may be set to wash regular materials for as long as 20-min., or fine fabrics for less than 7-min.; any portion of wash-rinse-spin cycle can be

repeated, skipped by setting dial; all controls are contained on Style-Lite control center on angled backpanel which is finished in charcoal gray.

Other features include revolving agitator washing principle; weigh-to-save door; soap-n-water saver; full-fill water control which assures the tub is filled with correct amount of water before cycle begins; and limit control switch to shut machine off if load becomes unbalanced.

Included in 4-model line are the Space-Mates, each only 25-in. wide, which can be installed dryer atop the Laundromat, or side-by-side, free-standing, under counter or built-in.

Four model dryer line also features pushbutton drying—3 colored pushbuttons provide regular drying temperature for ordinary fabrics; low for delicate, and no-heat for plastic and rubber garments. Master-minder dial allows user to dry clothes for a specific period of time up to 3 hrs; dial shuts off dryer automatically when pre-set time has expired; Style-Lite control center on angled dryer backpanel in charcoal.



Westinghouse Space-Mates

New direct air flow drying system gives high velocity air flow and low safe cloth temperatures; wrinkle remover action tumbles clothes at room temperature for final 5-min. cycle.

Nylon mesh lint collector; safety door switch; "Silent Watchman" overload protector; provision for plug-in voltage or special 230-volts; all dryers may be vented to outside.

Custom Imperials and Space-Mates are available in Confection colors—pink, yellow, aqua or gray, as well as white enamel.

Westinghouse Electric Corp., Columbus, Ohio.



Sunbeam Mixmaster Hand Mixer HM

bowl; comes in white or chrome.

Mixmaster hand mixer HM features thumb-tip speed control; large full-mix beaters; stable heel rest; new keyhole slot that slips over special screw for hanging on wall; white, pink, yellow, turquoise or chrome.

Prices: De Luxe 12, \$48.50 in colors; chromium plated, \$59.50; (\$3. less without juicer); No. HMS, \$23.95 white, \$31.95 chrome which includes metal bowl; Handmixer HM, \$19.95 in color; \$22.95 in chrome.

Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50, Ill.



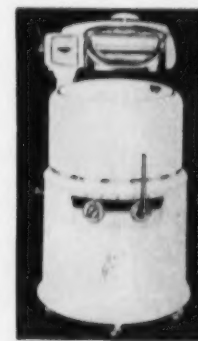
Sunbeam Deluxe Mixmaster 12

## SUNBEAM Mixmaster Mixers

Three new Mixmaster food mixers include a De Luxe standard 12; a 2-in-1 model HMS, that can be used as a stationary mixer or as a portable; and new Mixmaster HM hand mixer.

De Luxe model 12 features a more powerful Governor-controlled motor; 12 mixing speeds; an easy-to-set mix-finder dial that puts correct mixing speeds at user's fingertips; larger bowl-fit beaters shaped to conform to side and bottom surfaces of mixing bowl; nylon control button on one beater to give automatic bowl-speed control. Available in white, pink, yellow, turquoise or chromium plated; comes with or without juicer; and other attachments extra.

Sunbeam HMS 2-in-1 model, suitable for cake batter, whipping cream, egg white, mashing potatoes etc; slips easily off sturdy stand for use as hand mixer; large, full-mix beaters have push-button beater ejector; modern styling; thumb-tip speed control with convenient chart of uses; 3-qt. mixing



Norge washer No. FW 58

## NORGE 1958 Wringer Washers

Lint filters, 22 gal. tubs featured on 5 Norge wringer-washers.

Three of the 10-lb. wringer washers have automatic lint filters—a device that attaches to inside of tub above water line; pump circulates wash and rinse water through filter where lint, soap, fuzz are trapped; filter, clear of all other operations, is easily removed for cleaning; porcelain tub has oversize, high-vaned agitator that swirls water so clothes are carried to surface, down to bottom and around tub for 3-way wash action; wide vanes extend above waterline for maximum wash efficiency.

Four models have 9-lb. capacity; deep power rinse that eliminates need for wash tubs available in 9 or 10-lb. models; regular features on all models include 1/2 h.p. motor; porcelain tub; triple action agitator; safety wringer with balloon rolls; non-tip design.

Price range from \$129.95 to \$219.95 with 2 leader models with open price.

Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago, Ill.



WEATHER REPORT

# IT WILL SNOW



UNITED STATES STEEL, PITTSBURGH 30, PA.

Watch the United States Steel Hour on TV every other Wednesday (10 p.m. Eastern Time)



FOR APPLIANCE DEALERS

# ON CHRISTMAS!

## IT WILL SNOW PROFITS

for retailers who tie-in with OPERATION SNOWFLAKE, U. S. Steel's Christmas appliance promotion!

Operation Snowflake, 1956, proved it! The more you take advantage of Operation Snowflake . . . in your displays, direct mail pieces, newspaper ads and radio scripts . . . the more you use the symbols to make every one of your Christmas ads a "Snowflake" ad . . . the more you make this promotion work for you, the more you will sell!

Retailers proved it! In 1956, retailers who tied-in with "Snowflake" increased their chances of having much greater sales by 75% over retailers who did not tie-in.

Now is the time to put this extra sales punch in YOUR Christmas selling program. Send the coupon to get the free promotion kit. Operation Snowflake and Christmas appliance SALES take off November 18! So send today!

### How U. S. Steel will "conjure up" a selling storm for you with the biggest "Snowflake" promotion ever!

In newspapers, on television, and on network radio, U. S. Steel will punch home your Christmas selling message: *Make it a White Christmas—Give Her a Major Appliance!*

- 6 "Snowflake" commercials on the United States Steel Hour!
- "Snowflake" ads in 657 newspapers that reach 32 million people!
- "Snowflake" commercials on 7 top-rated network radio shows!

U. S. Steel will provide newspapers with materials

they need to BACK YOU UP in their regular editorial pages.

U. S. Steel will help and urge utilities, banks, trade associations, and manufacturers to get behind you . . . to promote appliance-giving in their own Christmas advertising . . . to tie-in with your Christmas selling program.

U. S. Steel will help you promote with a complete merchandising kit—poster, stickers, display and promotional ideas, sample ads, art work and mat of the symbol and theme, and radio scripts! You need these materials to make the most of this promotion. So reserve your kit today!

### GET THESE FREE SELLING AIDS!



#### YOUR FREE PROMOTION KIT CONTAINS:

- Giant, full-color poster
- Ten appliance stickers
- Snowflake stencils
- Plan Book for tie-in promotion
- Media list
- Reproduction art

### SEND THIS COUPON!

Mr. Robert C. Myers, Director  
Market Development Division  
United States Steel  
Pittsburgh 30, Pa.

*Reserved:*

One shower of profits for:

NAME \_\_\_\_\_ EM 10-7

FIRM \_\_\_\_\_

BRAND NAMES HANDLED \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

PLEASE CLIP ON DOTTED LINE



# new products



Ingraham "Rio" electric alarm



Ingraham "Calendar"

## INGRAHAM Announces First Electric Clock Line

Ingraham's new electric clock line includes 31 models—kitchens, wall and desk.

Electric alarm models consist of 3 Rio models in pink, ivory and luminous ivory; 4 Princess models in blue, alabaster, luminous pink or alabaster cases; 2 Globe (white and luminous white); 2 Flair (alabaster or decorator gray case); 2 Regent models in textured gold front with grey case and dial and dark blue numerals and hands, or with tan case, matching numerals on sand colored dial; 2 Empress models in tapered oval design in alabaster or marbelized rose quartz; and a Sen-

tinel Custom chime bell alarm clock No. NA-805 in solid brass.

Electric kitchen wall models include 4 Mode models in white, red, yellow or turquoise; 3 Wafer models in chrome with white, green or sherry dial; 2 Mural models with white case, poppy red or apple green track dial; Moderne square model with chrome or copper dial; and 3 Calendar models with red case and red dial; red case and white dial, or blue case and blue dial.

Price range from \$3.98 to \$14.95 for alarms, \$3.98 to \$8.98 for kitchen type.

E. Ingraham Co., Bristol, Conn



Philco-Bendix Custom "Duomatic" combination

## PHILCO-BENDIX 1958 "Duomatics"

Philco-Bendix "Duomatic" combination washer-dryers for 1958 are available in 4 models: 2 Custom: CE-788 (electric) and CG-788 (gas); and 2 Deluxe: CE-786 (electric) and CG-786 (gas).

Custom "Duomatics" feature Magic Keyboard control with new automatic power soak, selection of 3 water temperatures: warm, cold or in-between, for soak, rinse and wash waters, and a new wash-n-wear cycle.

Magic heater automatically maintains or raises water temperature; cold water wash is also available; uses only 30 gal. wash water for full load; requires no venting; soap and detergent

door located on top, water miser available for small loads provides 3 water level settings; pump protector screen; big filter drum; porthole door; hydraulic suspension system; electric model features a dryer with condenser tube drying system; 220-volts, 30 amps. 3 wire 60 cycle a.c., 4.6 kws; cabinet 36 in. wide "Bermuda Coral" back-splash; Color Glo pastels available on special order.

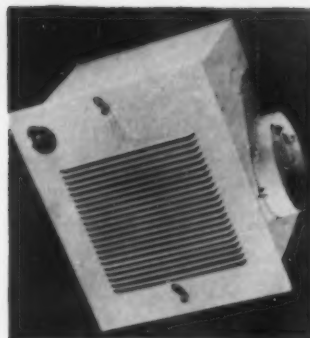
Gas dryer model is adaptable to all types gas with 19,000 Btus for natural, mixed or manufactured gas, and 17,000 Btus for bottled gas.

Deluxe "Duomatics" feature big filter drum; automatic power soak; deluxe back-splash with Bermuda Coral color trim; lighted controls provide washing flexibility; 36 in. wide; uses 30 gal. wash water; requires no venting or lint trap; porthole door; soap and detergent door on top; safety door switch; pump protector screen; porcelain top; safety thermostat; leveling legs; pilot light.

Gas model features two types burners for all gas fuels with 19,000 Btu input for natural, mixed or manufactured gas, 17,000 Btus for bottled gas.

Prices, \$559.95 for Custom electric and \$589.95 for Custom gas; \$499.95 for Deluxe electric and \$529.95 for Deluxe gas.

Philco Corp., Tioga and "C" Sts., Philadelphia, Pa.



West Wind bathroom ceiling blower

## WEST WIND Ventilating Fan

Designed for remodelling bathrooms, utility rooms or small kitchens, this ceiling blower features removable working parts; removable duct flange; mounts from inside box to permit installation from inside room; blower, humidistat and junction box can be installed after plastering; Minneapolis Honeywell automatic humidistat requires seasonal setting for continuous steam-free operation; automatic overload.

West Wind Corp., Dept I, 1800 Airport Way, Seattle, Wash.

even, comfortable diffusion of heat; built-in deflector at top keeps metal frame cool to touch; Pyrex glass element does not glow in heat resistant satin grey with chrome plated guard.

Available & extra accessory is TLC-2 thermostat section which is easily mounted on either end and controls up to 3 HW-15 units; rated at 25 amps, 240 volts, a.c. with snap action; 1500-watts; measures 3 1/4 long, 1 1/4 high; extends 3 7/8 in.

Berko Electric Mfg. Corp., 212-40 Jamaica Ave., Queens Village 28, N. Y.



Exhaust kit for dryers

## DRY-R-X Couple Vent

Exhaust kit for faster, easier direct venting of automatic dryers to outside walls.

New coupling unit with 3-prong guide makes it easy to connect flexible tubing to vent pipe; coupling locates and tightens itself automatically and is automatically self centering; flexible according tubing adjusts to desired distance between dryer and wall from 12-in. maximum flush; available for 3 or 4-in. diameter dryers.

Dry-R-X Co., 6632 W. Shore Drive, Minneapolis 24, Minn.

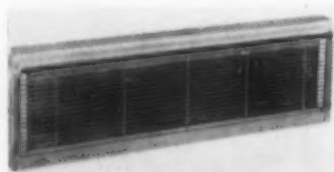


Preway oil heater No. 451

## PREWAY Oil Heater

This automatic, electrically ignited oil space heater, No. 451, features complete thermostatic control, no fire tending, no combustion rings; saves fuel; delivers 50,000 Btus; weighs 120 lbs. with fuel flow at 30 cc's on hi-fire; square cabinet, brown enamel; 41-in. high.

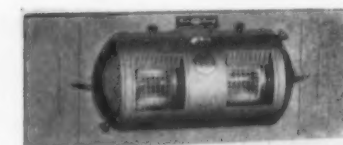
Preway, Inc., Wisconsin Rapids, Wis.



Berko Glass Heater No. HW-15

## BERKO Glass Heater

Berko's new low-boy glass radiant heater model HW-15 has 1500-watts; blends with any room decor; provides



Bern "Pure Air Selector"

## BERN Window Unit

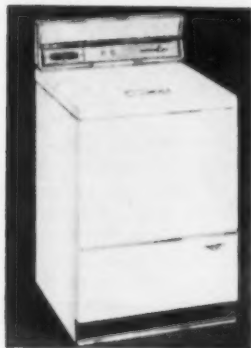
Berns has purchased the Goodwill "Air-O-Rator" filtered air window unit which will be marketed under the name of "Pure Air Selector".

Designed for 4-way filtered air control it brings fresh air into room, draws stale air out; intakes and exhausts at same time and recirculates room air; uses 2 blower wheels instead of fan blades; incorporates 2 removable filters that clear air of dirt, dust, lint and pollen; air can be directed at any angle from ceiling to floor; adjustable side panels fit most windows.

Price approximately, \$49.95.

Bern Air King Corp., 3050 N. Rockwell St., Chicago 18, Ill.

# new products



Norge top washer



Norge "wrinkle-out" dryer DE-28

## NORGE 1958 Home Laundry Line

Five basic automatic washers and 6 automatic dryers comprise the Norge 1958 laundry line.

Features include an automatic clock timer that enables user to load washer as much as ten hours before wash cycle begins without resetting dials, advantages of this delayed-start feature include having wash ready at time homemaker is free to transfer it to dryer; operating on off-peak hours when hot-water demand is low.

Two-speed washing offers normal agitator speed of 52 oscillations per



Norge control panel

min. and a spin-dry speed of 625 rpm for regular loads; and a slow setting of 35 agitator oscillations per min with a spin-dry speed of 410 rpm for delicate fabrics.

Super-rinse principle in all models includes a built-in sediment remover that automatically removes heavier than water soil so it cannot recirculate through clothes.

Four specially designed agitator vanes gives free circulation of clothes throughout tub.

Water temperature for wash and rinse cycles controlled by two knobs—provides hot, warm or cold water for washing and cold or thermostatically controlled warm water for rinsing.

Automatic lint-out dispenser wheel on all models dispenses Calgon into washer at beginning of rinse cycle; a suds return, which filters and saves hot, sudsy water for second load is available on 2 models. Other features include 9-lb. capacity; porcelain wash tub; outer collector tub is also of porcelain; Port-A-Base is optional accessory.

### Dryers

Norge 1958 dryers consist of 3 Super Fast models featuring "Dial-a-heat" control which provides a choice of 4 heat settings: lo, medium, room temperature and super fast wrinkle out; 4-way selective drying, 5-way venting; 165 cu. ft. fresh air per min; and Hamper-Dor convenience. At Wrinkle Out setting "wash and wear" garments can be dried, ready to wear in about 35-min.

Four drying methods include (1) tumbling with air and choice of temperature; (2) tumbling with room temperature air; (3) heat and air, no tumbling—a rack is used; (4) room temperature air, no tumbling—a rack is used. Easy to install rack has smooth finish and is expandable, with a high and low position for different sized articles.

Dryer may be vented from left or right sides, from rear or bottom of cabinet, or a direct exhaust with base panel tipped open.

Features standard throughout the line are 120-min. drying time without resetting; giant-size lint screen; 6-cu. ft. dryer cylinder; 21-in. low speed blower fan; dustless high level air intake at top back; flush-to-wall installation.

Washer prices from \$199.95 to \$369.96; dryer prices from \$149.95 for electrics to \$319.95, and from \$179.95 to \$349.95 for gas models.

Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago, 54, Ill.



RCA-Whirlpool Custom mobile dishwasher No. E.P.D.W.-221

### RCA-WHIRLPOOL Portable Dishwasher

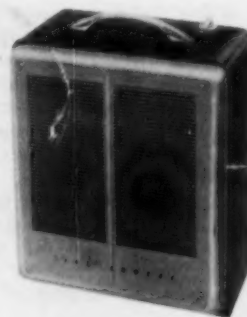
Finished in white enamel with accents of chrome, gold and charcoal, this mobile unit measures 21-3/4 in. wide, 25 in. deep and 34-1/8 in. high; may be rolled to table for loading, to sink for doing dishes and under a counter for storage; no installation required—a hose connection for hot water and a hose drain for used water—hose unit and 5-ft. cord are concealed in receptacle at cabinet back; adapter kit included facilitates use with most water faucets.

Will wash, rinse and dry a full load in 34-min.; water is heated for wash and rinse cycles by a 775-watt heater; element also heats air for drying.

Adjustable timer dial at rear may be advanced to skip, or repeat any cycle which may be interrupted at any time to add forgotten item.

Two removable vinyl coated racks in top-loading unit hold service for 9 persons; extra large, removable silverware basket in center of lower rack and a stainless steel detergent cup hangs on the upper rack; porcelain enamel interior; exposed metal parts stainless steel.

Whirlpool Corp. St. Joseph, Mich.



Electromode electric heater

### ELECTROMODE Portable Heater

Automatic portable electric heater available in 3200, 3600 and 4800 watt capacities in new design and color styling.

Features include built-in thermostat for automatic room temperature control; 2-tone Driftwood finish; 6-ft. cord and plug; convenient carrying

handle; suitable for basement game-room, workshop, laundry, attic, cottage, garage; 19x15 1/2 x 9 in.

Sealed-in, cast-aluminum element; safety switch; heavy duty motor.

Electromode Div., Commercial Controls Corp., Rochester, N. Y.



Landom faucet water heater

### LANDAM Faucet Water Heater

Portable electric faucet-type water heater weighs less than 21 lbs; adjusts to practically any shaped faucet; a.c. only, it plugs into any wall socket; in a few seconds after faucet handle is turned on there is hot water; automatic, flow of water controls circuit with heavy-duty switch—when flow is light the water temperature is higher, when faucet is fully turned on the water comes out warm—water flows through stainless steel tubing; hermetically sealed parts; suitable for garages, service stations, camps.

Price \$24.95.

Landom Products Corp., Allenwood Rd., Great Neck, N. Y.



Roper "Extra Capacity" 40-in. range

### ROPER Gas Ranges

"Extra-Capacity" series offers six top burners, 2 ovens and 2 broilers; each oven is independently controlled.

Several models have Roper "Tem-Trol" top burner heat control which adjusts itself automatically to keep cooking temperature constant in any utensil.

Other features in series include "Insta-Set" control panel; chrome condiment shelf; new "Circle-Simmer" speed top burners, matchless "Insta-Lite" ignition of top burners, oven and broiler.

Geo. D. Roper Corp., Rockford, Ill.



# new products



American-Standard gas, electric, steel and glass-lined models

## AMERICAN-STANDARD Water Heaters

American-Standard announces a complete new water heater line in gas and electric models; 4 models are glass-lined; 3 have galvanized steel tanks sealed by special "sigma welding" process licensed by Union Carbide which permits steel tanks to be galvanized by open-end method before final seal.

Series included in line are Arcosteel Standard (gas) 20, 30 and 40 gal; a pedestal model with extended draft hood; Arcosteel Deluxe (gas) 20, 30, 40 and 50 gal capacities; features include magnesium anode, fast recovery, concealed draft hood and ring type base. Arcosteel Standard (gal) 20, 30, 40, 50 gal; glass-lined tank and all Arcosteel Deluxe features except for super-input. Arcoglas Deluxe (gas) 30, 40, 50 and 65 gal; concealed controls; fiberglass insulation, fast recovery.

Arcosteel Standard (electric) in 30, 40, 56, 66 and 82-gal capacity, like gas counterpart has all non-functional trim kept to minimum; round, with galvanized steel tank—for housing and low cost replacement market. Arcoglas Deluxe (electric) 30, 52, 66, 82 gal; similar to Arcosteel Standard with deluxe trim and glass-lined tank. Tabletop Deluxe (electric) 30 and 40 gal capacity; counter-height model with glass-lined tank; designed for used with contemporary kitchen-laundry appliances; available with or without porcelain enamel top.

American-Standard Plumbing and Heating Div., 40 W. 40th St., New York, 18, N. Y.



Perfection gas range No. M-731 T

## PERFECTION Gas Ranges

Five new Perfection gas ranges in 36, 30 and 20 in. sizes.

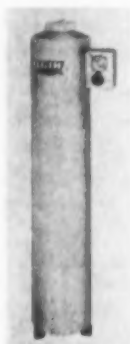
All models features 2 giant and 2

standard cast iron burners; Tel-Vue glass panel oven door, porcelain enamel Vortex grates, CP automatic oven with non-tilt racks, snap-out broiler drawer side panels for easy cleaning; 1-piece Fiberglas wrap-around insulation and porcelain finish shielded port burners; heat seal oven door locks heat in with air-tight seal.

Matchless 30 and 36-in. Custom series feature an automatic "thinker" that keeps foods under controlled temperature at all times, making possible controlled temperature at all times, at set of dial.

Other features include Hi-Lo simmer valves, clock with 1-hr. timer, automatic oven lighting, ball bearing broiler drawer with 20-piece No-Smoke broiler pan.

Price: No. M-731T, 30 range, \$266.66; M-737T, 36 in. unit with divided top, \$264.46



Elgin Semi-Automatic Softener No. 60

## ELGIN Semi-Automatic Water Softener

This improved semi-automatic softener No. 60 incorporates automatic rate of flow controllers to control rinse and backwash flow rates; making it unnecessary for installer to do anything except hook it up to piping; new, all-brass valve with finger-tip control has 2 positions\* to regenerate unit is backwashed for a few minutes; timer is set, salt added and unit returns to service automatically; tank and valve housing finished in 2-coated baked enamel with large opening for adding salt; softening capacity ranges from 33,000 to 75,000 grains per gal. hardness.

Safety lock tank cap easy to remove and replace; available in 2 tank sizes—10x48 and 14x48 with choice of 3 minerals to fit any water condition; softening capacities range from 33,000 to 75,000 gpg hardness.

Elgin Softener Corp., Elgin, Ill.

## BRIEFS

Scientifically designed for use on all automatic suds-saver washing machines,

the "Royal Lint Filter" a new accessory, is made of stainless steel and aluminum and is 4 1/2 in. diam; 2 1/2 in. high; has a 1 1/2 in. center tube, 1-in. in diam.

Easy to attach prevents lint from accumulating in second or third load, and eliminates clogging of pump. Price, \$3.95;

Royal Lint Filter Co., 3324 Cullom Ave., Chicago, 18, Ill.



Fowler water heater element

"Heat-Weave", a new multi-segment element of woven Nichrome V wire and Fiberglas is a series of independently heated units joined by buss bars and supporting band to apply heat uniformly to exterior of water heater tanks to prevent liming, scaling and hot spots; failure of one unit does not affect operation of others—no possibility of complete heat failure.

Installed by being drawn through metal "tunnel" around outside of tank; each segment 250-watts.

Fowler Mfg. Co., Portland, Oregon



Mutschler folding ironing board

New idea in ironing boards, this hinged, self-storing folding model stores out of sight in counter height cabinet; cantilever construction makes it strong. Solid maple; lifts out of 24-in. cabinet base, locks into place at right height at touch; drops down at each end to slide into own cabinet base niche.

Mutschler Bros. Co., Nappanee, Ind.

Novelty flashlight, "Eveready" No. 112 Whistle Lite combines flash light, whistle and key chain. Can be used for safety, fun, signalling, etc.

Price, 79¢ including battery.

National Carbon Co., Div., Union Carbide Corp., 30 E. 42nd St., New York, 17, N. Y.

Ray-O-Vac announces a new line of lightweight aluminum penlights with modern, tapered flare-end design in 2 sizes: PK-2 Diplomat, pen size; and PAA2 Statesman, standard size;

A new "Poly-Pak" consisting of 2 No. 2LP flashlight batteries sealed in a pre-priced polyethylene "show bag" for impulse sales.

Ray-O-Vac Co., Madison, 10, Wis.

St. Charles Kitchens announce a line of "off-the-floor" cabinets featuring island and peninsula arrangements that "float". Cabinets are placed on base pedestals 10 1/4-in. or 16 1/4-in. high; cabinets available in various heights and widths, and in 16 decorator colors on steel as well as birch finishes for flush wood doors.

St. Charles Mfg. Co., St. Charles, Ill.

Lady Seymour, steel ironing tables feature new height adjustment mechanism, hand controlled, that give heights from an inch to 35-in. for sit-down or stand-up ironing. No. 260 has 4 widespread tubular legs with rubber feet; No. 270 has 2 tubular cross legs and cross tubes parallel to floor with diagonal braces; steel tops, 15x54 in. have holes for steam escape.

Seymour Tool and Engineering Co., Inc., Seymour, Ind.

Lady Arvin Curvalite ironing board provides 842 sq. in. ironing area; a polyurethane top dissipates steam; insulated pad and cover fit tight; curved top tailored to natural arm motions, providing great ironing surface for big pieces like sheets; slender nose for frills and small pieces; adjusts to right height for every user; 4-wheel roll-away rolls 2-ways; copper legs have aluminum top trim; weighs 17 1/2 lbs.

Arvin Industries Inc., Furniture & Housewares Div., Columbus, Ind.

Rapidayton, 50th anniversary, 2-wire submersible "Dolphin" pumps range from 1/4 to 1 h.p., and are capable of reaching 360 ft. depths in 4-in. or larger wells; easy to install—shallow and deep well; no control box and no running capacitor needed; motor designed by Tait has exclusive starting switch and super size capacitor. Complete package includes pump, 60 to 100 ft. cable attached, overload protection box, fittings and 42-gal. pressure tank.

Tait Mfg. Co., (Formerly Dayton Pump) 500 Webster St., Dayton 1, Ohio.

Latest addition to Red Jacket jet line is a new CJM Multistage jet pump capable of producing up to 1350 gph; with pumping depths to 160 ft; available in factory assembled models with 12, 30 and 42-gal. tanks; features easy convertibility, self-prime; quick connections; all-brass shut-off service cock; bronze impellers with 4-volute diffusers and brass wear rings; 30 and 42 units may be installed vertically or horizontally.

Red Jacket Mfg. Co., Davenport, Iowa.



All new for 1958!

**Easy**  
COMBOMATIC  
**Guarantees**  
**against**  
**over-drying**

the cause of deep, heat-set wrinkles. Exclusive Measure-Matic Heat Control automatically prevents over-drying of properly sorted loads.

**Easy Combomatic\* WASHER/DRYER**  
**DRIES WITHOUT** HEAT-SET **WRINKLES!**

*and Easy Guarantees results!*



**7** major engineering improvements  
make it the one you'll sell with confidence!

*The industry's hottest sales clincher*

This is the strongest claim any manufacturer, any dealer, has ever made about automatic drying for either separate dryers or combinations. EASY backs it to the hilt with a remarkable development in heat control—Measur-Matic Heat.

*How EASY's exclusive "Measur-Matic Heat" control works*

Controlled by a special thermostat, the EASY Combomatic adjusts itself to the weight and wetness of each load, lowers the temperature as clothes dry, turns itself off the instant they're fully dry. It's *foolproof drying!*

*New all-fabric flexibility*

With three wash water temperature selections and two rinse temperatures, the new EASY Combomatic offers more fabric flexibility than ever! In this one compact two-in-one laundry EASY gives you stronger wash and rinse features than most separate washers!

*\*Combomatic*

*means complete automaticity through wash-rinse-dry!*

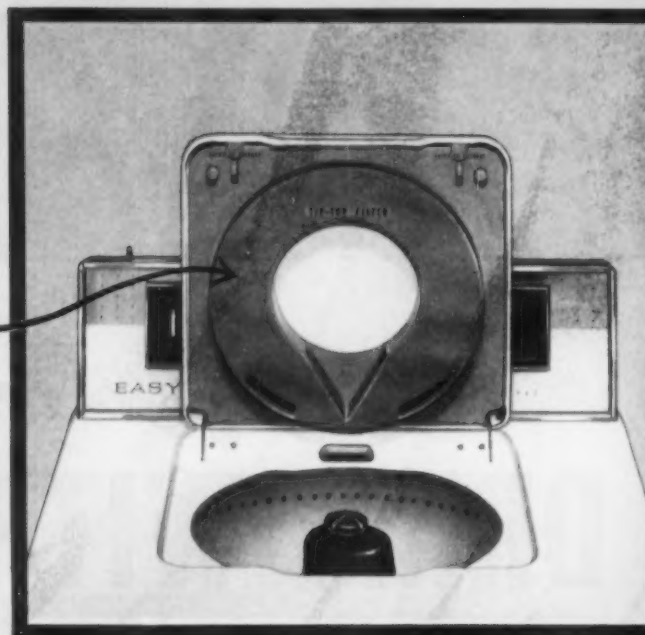
# NEW 1958 **Easy** "5-TEMP" WASHER



## With the all new **TIP-TOP LINT FILTER**

**Twice the Filtering Area! Twice the Filtering Power! 11,700 Filter "Pores"!**

When they ask about filters, the answer is EASY! With this new Tip-Top Lint Filter there's nothing to take out or put in but the clothes. Has twice as much filtration area as others—11,700 "pores." Full time filtration of large and small loads. Never a hint of lint in clothes! Easiest of all to clean—snaps out in an instant.



*The Industry's first automatic lint filter  
Lowers itself . . . Lifts with the Lid!*

## **Easy** **Guarantees** *fabric safety* *for all washables*

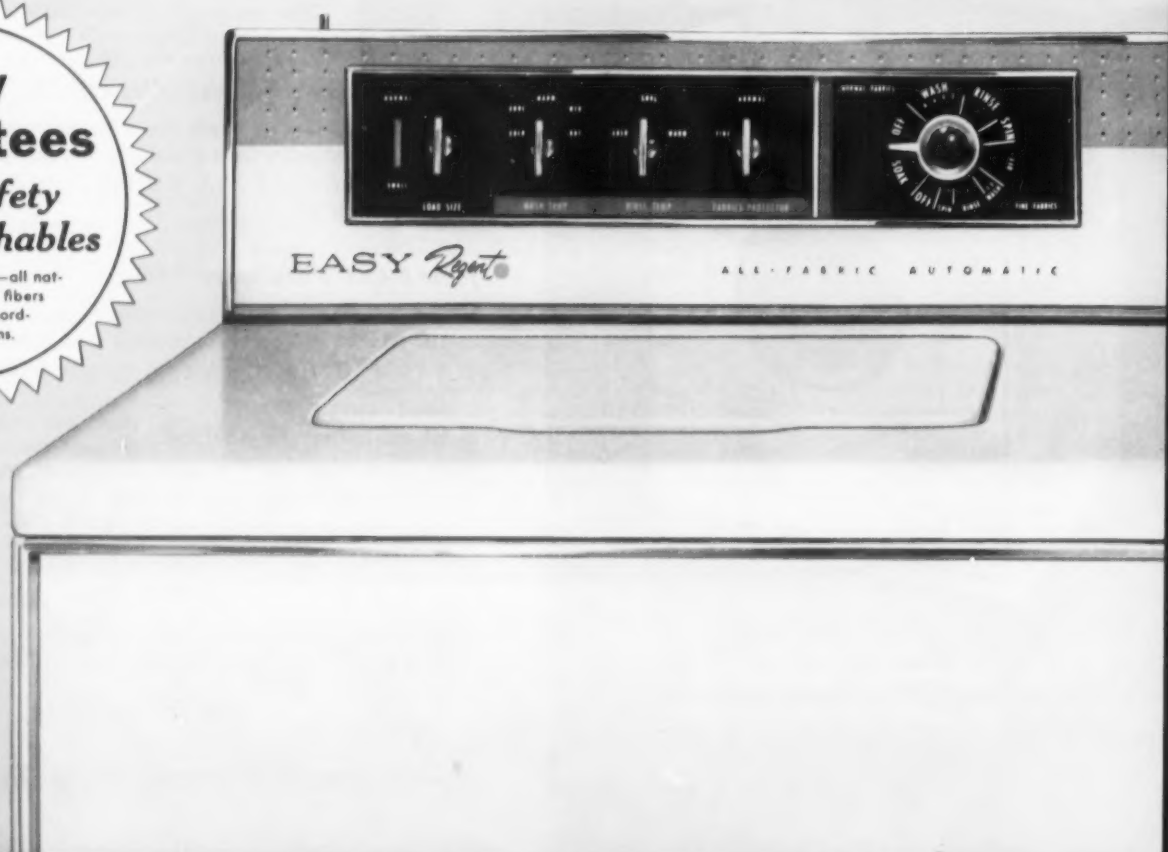
Dacron, Nylon, Wool—all natural and synthetic fibers when washed according to directions.

RECOMMENDED BY A DOZEN OF BOOKS  
Guaranteed by  
Good Housekeeping  
MAY 44 ADVERTISED THERE

COMMENDED  
BY  
PARENTS'  
MAGAZINE

### **MORE FEATURES TO SELL! COMPLETE FLEXIBILITY!**

- 5 Wash Water Temperatures—assure complete fabric safety.
- 2 Fabric Cycles. 2 Wash and Spin Speeds for just-right washing of Normal and Fine fabrics.
- Automatic Load Selector saves water and detergent.
- Famous Easy Spiralator for thorough, uniform washing.





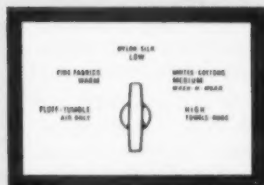
# R...AND "5-TEMP" DRYER

*Only separate dryer that makes this promise...*

## DRIES WITHOUT <sup>HEAT-SET</sup> WRINKLES

Exclusive "Measur-Matic Heat" lets clothes choose their own drying time... *they can't over-dry!*

When they ask about dryers, the answer is EASY! New 1958 Regent model takes over all the work—eliminates all the guesswork. Five automatically controlled temperature settings provide perfect drying "weather" for all fabrics—clothes choose their own drying time automatically. Plus "extras" galore at no extra cost! Step them up to this one—for easy sales!



5 Automatically Controlled Temperatures assure just right drying. Has special "Air Only" and "Wash 'n' Wear" settings.



Exclusive Fabric Refresher puts "June day" sweetness in clothes. The extra touch that delights women—makes more sales.



Giant Lint Tray in the "throat" of the cylinder itself. Picks up all lint, not just part of it. Easy to see, to reach, to clean.

filter  
id!



EASY *Regent*

ALL-FABRIC DRYER

**Easy  
Guarantees  
against  
over drying!**

the cause of deep, heat-set wrinkles.  
Exclusive Measur-Matic Heat  
Control automatically pre-  
vents over-drying of  
properly sorted  
loads.

RECOMMENDED BY  
Guaranteed by  
Good Housekeeping

COMMEND  
PARENTS'  
MAGAZINE

**PAIR WITH A PURPOSE—  
EASY'S "5 TEMP" WASHER AND DRYER**

They go together in every way  
—styling, performance, fabric  
safety. Show them together  
and make more high profit,  
"two-some" sales.

EASY LAUNDRY  
APPLIANCES DIVISION  
The Murray Corp. of America  
Palmolive Building  
Chicago, Illinois





# new products

## TV AND RADIO



Zenith "Fairfield" 21-in. console



Zenith "Mardi Gras" portable TV with folding legs

### ZENITH 1958 TV Line

Zenith's 1958 TV line consists of 58 models including a new series of 21- and 24-in. sets using a new horizontal chassis in combination with new short picture tube that provides improved picture fidelity, and permits "picture-proportioned" cabinetry with slimmer, trimmer silhouettes.

Eight sets in decorator collection, (Bancroft, Wellington, Deauville and Lancaster) as well as 13 other sets (Kingsley, Lynville, Newport, Bainbridge, Stratford and Lancaster) are equipped with Zenith's Space-Command remote control tuning, which uses "silent sound" too high in pitch for human ear. This "electronic ear" of receiver hears the commands and the set responds instantly, turning on-and-off, changing channels, silencing and restoring sound as viewer directs from across room.

Other highlights include "self-supporting" portables with permanently attached swing-down and fold-away legs (Mardi Gras); 3- and 4-speaker decorator consoles for hi-fi and TV looking and listening in French Provincial or modern styling with cherry or mahogany veneers and hardwoods or with walnuts or oaks.

A Wavemagnet antenna eliminates fussing with rabbit ears or other indoor antennas; this Wavemagnet indoor antenna is standard on 5 portables (Patio Mate, Sierra, Skipper, Rambler, Mardi Gras) and it is avail-



Zenith "Stratford" console with SpaceCommand remote tuner

able as an accessory for any TV make.

Models in line include four 14-in. portables (Promenade, Tournament, Patio Mate and Sierra); five 17-in. portables (Stroller, Skipper, Rambler and Mardi Gras); six 21-in. table models: (Edinburgh and Fairfield series); four 21-in. table models with hi-fi (Hawthorne and Tudor series); twelve 21-in. consoles (Kent and York regular consoles and Aragon, Holbrooke and Wilshire with hi-fi) two 24-in. consolettes (Saxon); two 21-in. lowboys (Glendale series); five 21-in. Space Command table models (Kingsley and Lynville series); eight 21-in. Space Command consoles (Nuport, Bainbridge and Stratford series); six decorator lowboys (Bancroft, Wellington and Deauville) The Williamsburg and The Lancaster, a 24-in. Space Command console.

Prices range from \$139.95 for Promenade 14-in. portable to \$575 for Williamsburg; in decorator collection from \$299.95 to \$625; entire group of Space Command sets range from \$269.95 for Kingsley to \$575.

Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.



RCA Victor's Abington table color TV set

### RCA VICTOR Color TV

RCA Victor expands color TV line to 16 models with addition of 5 higher-priced sets. Model include Abington, table model in metal cabinet, mahogany or limed oak grain; Sanford, consolette with front speaker sound, using new 14x3 in. speaker, mahogany, walnut or limed oak grain; Anderson, upright console with front window illuminated channel indicator, 3-speaker Panoramic sound, mahogany,



RCA-Victor Anderson

walnut or limed oak; Wentworth, upright console, fine wood veneer contemporary cabinet, mahogany, walnut or birch, with 3-speaker Panoramic sound; Townsend, lowboy console, genuine veneers and solid woods, walnut or oak.

Features include new simplified color-quick tuning; 2 controls regulating color have been removed from hidden panel to upper righthand side of cabinet close to channel selector; color control brings color into picture in varying intensity while tint control (formerly hue) shades color to personal taste. Each control has new color guide and pointer.

New picture tube is a 21-in. round glass kinescope incorporating new mask structure; new chassis provides added brilliance and contrast for use in brightly lighted rooms.

Prices range from \$550 for Abington to \$795.

RCA Victor TV Div., Radio Corp of America, Camden, N. J.



Portable P-735 radio series

### G-E Portable Radios

G-E's deluxe, 3-way portable radio series P-735 and P-736 operates on batteries, a-c. or d.c.

Features include unbreakable polystyrene cabinets; acoustically engineered metallic front grilles with hundreds of vents to transmit full tone; direct and fine tuning for easy station selection; weighs about 5 lbs. with batteries; 4-tubes plus dryplate selenium rectifier; 4-in. Dynapower speaker; built-in ferrite rod antenna; printed circuit; plays 70 intermittent hrs. on batteries; easy-access cord compartment.

P-735, turquoise and antique white; P-736, cocoa and antique.

Price, \$34.95

General Electric Co., Housewares and Radio Receiver Div., Bridgeport, Conn.



Watterson "Thin Man" radio No. 527

### WATTERSAN Radio

Table model, No. 527, has super-het improved circuit with 5 tubes; automatic volume control; special feedback circuit to produce soft tone; built-in loopstick antenna; clear vision slide rule type dial; geared tuning control; in "Executive thin man" cabinet of solid walnut, 12 in. wide, 8 1/2 in. deep and 5 1/2 in. high; black and gold dial, red background.

J. W. Davis & Co., 9212 Denton Dr., Dallas, Texas



Symphonic hi-fi phono with matching tape recorder No. 340

### SYMPHONIC Phonos and Radio-Phonos and Recorders

Symphonic's 1958 line includes 9 phonos, 3 radio-phono combinations, 10 hi-fi sets and 5 tape recorders.

Features of the hi-fi wood table and console models include jamproof, 40 speed automatic, intermix record-changers; 4 speakers in several instruments, 3 speakers in others; 50-watt power output; frequency response of 20 to 20,000 cycles; an input selector and compensator; tape recorder input; internal-external speaker switch; record equalizer, ceramic cartridge diamond and sapphire needles.

Electra Tape recorder line includes a binaural unit with separate matching speaker, features hi-fi speakers, a monitor switch, pause button, automatic shut-off, safety switch, input and output receptacles, P.A. system, external speaker outlets and microphone.

Additional features include push-button controls, precision tape indexer, recording level indicator, automatic shut-off, tape speed knob, off-tone balance, volume-level controls.

Prices range from \$19.95 to \$37.95 for manual recorders; \$49.95 to \$64.95 for automatics; from \$37.95 to \$119.95 for radio-phono combinations; from \$44.95 to \$129.95 for hi-fi portable record players; and from \$99.95 to \$269.95 for hi-fi wood table and console models. Electra Tape tape recorders from \$149.95 to \$259.95.

Symphonic Radio & Electronic Corp., 235 Jersey Ave., New Brunswick, N. J.

# new products

RADIO, HI-FI AND RECORDERS



Norelco Tape Recorder

## NORELCO Portable Tape Recorder

Norelco "Continental", a 3-speed, dual-track, self-contained, single-case, portable tape recorder and playback system designed by Philips of the Netherlands electronics concern is announced by North American Philips.

Features include 3 speeds: 7½, 3½, and 1½ ips; special magnetic head with an air gap of 0.0002 inches makes possible extended hi-fi response even at slower speeds; piano-key pushbuttons control all functions; built-in loudspeaker of Norelco twin-cone wide-range design with powerful magnet; hi-fi dynamic microphone.

North American Philips Co., Inc., Hi-Fi Products Div., 230 Duffy Ave., Hicksville, Long Island, N. Y.



Whitley Designer hi-fi system with 5-way speaker ST 8400

## WHITLEY Hi-Fi Line

Whitley Designer, highlight of line is a 5-way speaker system built into functional cabinet with table-type surface; serves as room divider or low wall cabinet as well as sound instrument; Designer system has matching step-table console contains new 20-watt pre-amp amplifier, 4-speed changer and AM-FM tuner; all units available in cherry, mahogany or blond mahogany.

Designer encloses full complement of hi-fi speakers (2 12 in. woofers and

3-tweeter arrangement); 20 to 20,000 cps response; anti-vibration boards up to 2 in. thick; grille cloth on both sides; stain and burn resistant finished surfaces; 40x14 in. floor space. Step-Table series has AM-FM tuner as well as 20-watt pre-amp amplifier; 4-speed changer; tuner and amplifier fit in top step, lower section contains changer in "well" with slide cover; large record storage area below; comes in 3 hand-rubbed natural wood finishes; also available without tuner; insert panel may be removed to add tuner later.

Whitley Console—an amplifier-changer on tapered brass legs which are removable for use as table hi-fi.

Five basic units include original Murasone speaker system, which is a multi-speaker enclosure which hangs like a painter; to deliver true tone at ear level; any combination can be used.

Prices range from \$199.95 to \$599.95.

Whitley Electronics Inc., Columbia City, Ind.



Dynavox Trio hi-fi portable No. 876

## DYNAVOX Hi-Fi Portables

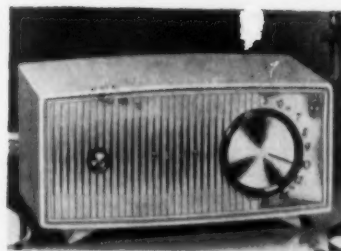
Trio, 876 an automatic, 4-speed, hi-fi portable with 3 speakers is one of 22 models announced by Dynavox at recent convention.

Features include a deluxe VM 4-speed changer; new Switch-O-matic control that automatically shuts off turntable and amplifier after last record; featherweight twist cartridge with 2 sapphire styli; 3-alnico V speakers in a Dynascopic tone chamber; plywood carrying case in 2-tone Fabricord with matching handle.

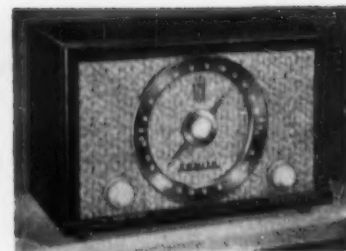
Also featured is No. 878, 4-speed portable in plywood case with 2-tone Fabricord with anodized grille and matching handle; an accessory, SP-8 matching speaker is also available at a suggested list price of \$39.95.

No. 876 price, \$79.95; No. 878, \$99.50.

Dynavox Corp., 40-05 21st St., Long Island City, N. Y.



Zenith "Laurel" table radio



Zenith Super-Symphonair FM-AM table radio

## ZENITH 1958 Radio Line

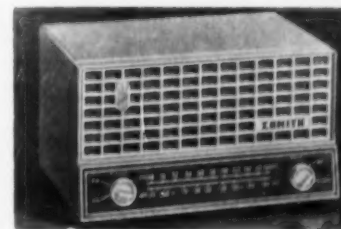
Zenith's 1958 "Royalty" radio line includes 5 a.c.-d.c. table models; 4 clock radios; an AM-FM clock radio; 5 AM-FM table models; 5 a.c.-d.c. battery portables and a portable transistor model.

A.c.-d.c. table models include the Pacemaker in choice of 4 finishes; Laurel in green, ebony or oyster; Harmony in gray and white, maroon and white or green and white has 6x9 speakers; built-in wavemagnet antenna; bass boost circuit; Galaxy in white or ebony has two 4-in. speakers; Zephyr in white, grey or green has 6x9 speaker plug-in phono jack.

Clock-radio line features long distance AM reception, Telechron clock and Alnico-5 magnet speaker; Super Deluxe comes in five finishes—ebony, white, beige and white, ebony and red and green and white appliance outlet, radio alarm and buzzer; Royal Six, in 2 shades of gray, white or ebony, has wake-up-to-music sleep switch and radio alarm control, plus appliance socket.

FM-AM clock radio covers entire FM band—88 to 108 mcs; plus long distance AM from 540 through 1600 kcs; 5½ in. speaker; on-off indicator; Telechron clock with luminescent hour and minute hands; set alarm button; radio control, and sleep switches; 110 volt appliance socket; Wavemagnet and light-line antennas; grey, maroon or ebony cabinet.

FM-AM table radios have full FM band, Wavemagnet and line-cord antennas; automatic frequency control;



Zenith "Super Trump" FM-AM table radio

Alnico magnet speakers; Super-Medallion, in 3 finishes has slide rule dial scale station selector; 4-in. speaker; AVC; Super-Triumph, in 3 finishes has 4x6 oval speaker; automatic bass boost circuit and slide rule dial scale; Super Laurel, in mahogany or oak color, has 2 speakers—a 4x6 oval and

an electrostatic tweeter; slide rule dial scale; bass boost.

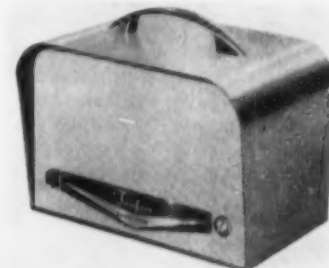
Super-Symphony in 3 finishes has Dial Speaker that combines 7½ in. speaker with dial; plug-in phono jack; Flexo-grip handle; Super-Symphonair in mahogany, has triple speaker sound system; 7½ in. speaker and 2 tweeters; giant, easy-to-read dial; phono jack.

Portable 3-way models Holiday, Sea Shore, Carousel, Sun Valley and Trans-Oceanic feature full AM broadcast; Sea Shore and Sun Valley have Dial-Tenna; long-life batteries; push button battery change panel; smart cabinets in choice of colors.

Royal, 7-transistor portable No. 500 has superhet circuit; AM broadcast; Ferrite loop antenna; quick battery change; earphone for private listening; non-breakable Nylon case; dual purpose handle; case in ebony, ivory or maroon; cowhide carrying case.

Prices range from \$19.95 to \$39.95 for a.c.-d.c. table models; from \$29.95 to \$49.95 for clock radios and \$74.95 for AM-FM clock radio; from \$54.95 to \$109.95 for AM-FM table models; and from \$29.95 to \$159.95 for the 3-way portables; Royal 500 transistor model, \$75.

Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.



Fanon "Baby-Com" Intercom

## FANON Intercom

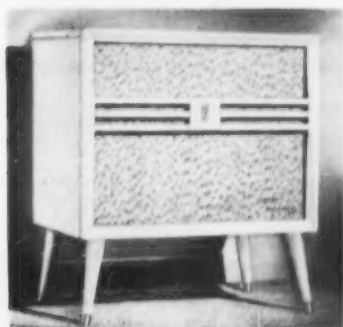
Single-station wireless radio intercom, "Baby-Com" requires no wiring or installation; portable; can be used anywhere; 4-in. speaker picks up slightest sound which is transmitted and received on any frequency through any type AM radio; uses 2 multi-purpose tubes; blue or pink case with white face panel.

Fanon Electric Co., 98 Berriman St., Brooklyn, N. Y.



# new products

## HI-FI AND RECORDERS



Zenith "Strauss" hi-fi console table



Zenith Sonata—FM-AM hi-fi phono-radio

## ZENITH 1958 Hi-Fi and Phono Line

Zenith 1958 hi-fi collection includes 28 models, 12 of which are in the new decorator series of furniture-styled cabinetry. Line includes 3 table models: Grieg, Schubert and Debussy; 3 consoles: Strauss, Mozart and Danube; an AM radio-hi-fi combination: Chopin; and 7 AM-FM radio-hi-fi phono combinations: Ravel, Fantasy, Prelude, Rhapsody, Beethoven, Sonata, and Brahms.

Phono line consists of 2 portables: Music Maker and Pied Piper with manual changers; 2 automatic portables Band Box and Nocturne, with 4-speed automatic changers; and Serenade, a portable, radio-phono combination with 4-speed automatic changer.

Hi-fi features include a new acoustic-phonetic speaker enclosure; tone-balanced multi-speaker systems and a new 4-speed record changer.

On Brahms and Sonata the acoustic-phonetic sound enclosure "floats" the woofer speaker cones in a cushion of air. Constructed of heavy wood the new 8500 cu. in. enclosure is acoustically matched with electronic components to provide balance of tone throughout audible range; 4-speaker system includes 2 tweeters angled to distribute hi fi sound through room, a 12-in. woofer for bass tones, and a 7½

in. mid-range tone speaker.

Custom Cobra-Matic with variable speed control and stroboscope indicator on Rhapsody, Beethoven, Brahms and Sonata; 4-speed Cobra-Matic changer with automatic intermix and shut-off on all others. Brahms and Sonata have power amplifier with 22 watts undistorted output; plug-in jack for tape recorder and outlets for additional speakers.

All instruments have tone balanced multi-speaker systems; dual woofers and tweeters in consoles and a single woofer and twin tweeters in console-ettes and table models.

Other features include FM-AM tuners with automatic frequency control for FM; slide-rule FM-AM tuning dial; studio type control panel with loudness control that combines volume control and tone compensation; 4-position record compensator; and presence control on consoles; separate bass and treble controls.

Price range from \$99.95 for Grieg, to \$625 for Brahms; phono prices from \$29.95 for Music Maker to \$99.95 for Serenade.

Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.



Zenith "Music Maker" 4-speed phono



Zenith "Grieg" portable hi-fi



Webcor "Imperial" 2827 Stereofonic hi-fi tape recorder



Webcor "Royal" Monaural hi-fi tape recorder No. 2811

## WEBCOR 1958 Tape Recorders

Webcor has 3 new Stereofonic tape recorders in their 1958 line—Imperial, No. 2827, Royal Coronet, No. 2822 and Royal No. 2821; and 3 Monaural tape recorders: Imperial, No. 2816, with AM radio No. 2896; Royal Coronet No. 2812, with AM radio No. 2892; and Royal No. 2811, with AM radio, No. 2891.

Stereofonic Imperial is also available with AM radio, No. 2897; both Imperials playback stereo tapes with perfect balance and hi-fi sound; records and playback Monaurally in 2 directions without "reel turnover"; co-linear (stacked) heads; 8-watt power amplifier; 2 preamplifiers—one for each channel on tape; designed for use with Webcor 2-section, portable amplifier-speaker system No. 4820 (optional accessory). Each section contains an 8, 6 and 4 in. speaker; one section has additional 8-watt peak power amplifier; separate volume controls on recorder for each speaker section.

Equipped with "Aural Balance" remote control unit to balance sound and adjust audio level in both speakers simultaneously from listening position; automatic shut-off; 4-way Master Control; standard input, speaker, ext. amp. jacks, recording level indicator, numerical type tape counter and monitor control; 40-15,000 cycles frequency response; plays 3, 5, 7 in. tapes at 3½ or 7½ ips; ocean blue and gray.

Stereofonic Royal Coronet has same mechanical features as Imperial except it has 3 speakers built into cabinet: a 6x9 in. woofer and two 4-in. tweeters. Designed for use with Webcor 1-section speaker system No. 4820 (optional) or with Webcor Fonographs that have auxiliary input jack; equipped for use with "Aural Balance" remote control unit No. 2949 (optional) ebony or white.

Stereofonic Royal has same mechanical features as Royal Coronet except for speakers and amplifier: has 5x7 in. woofer and 4-in. tweeter; 5-watt power amplifier and 2 preamplifiers; designed for use with 1-section, portable amplifier-speaker system 4820; and for use with "Aural Balance" remote control (optional) ebony or white.

### Monaurals

Monaural Imperial No. 2816 and 2896 records and plays back in 2 directions without reel turnover; 2 Webcor motors, electrically balanced pro-

duces evenly balanced sound with wow and flutter less than .4%; plays 3, 5 and 7-in. reels at 3½ and 7½ ips; 40-15,000 cycle frequency range; 8-watt power; push-pull amplifier with multiple negative feedback; automatic shut-off; full range, hi-fi sound system in detachable lid inclosure; 4-way Master Control; standard input, speaker and ext. amp. jacks, numerical type tape counter, monitor control and recording level indicator; all controls and connection jacks located on tape deck.

Monaural Royal Coronet 2812 and 2892, similar to Imperial except speakers are built into cabinet: a 6x9 in. woofer 4-in. tweeters; ebony or white, or white.

Monaural Royal 2811 and 2891, similar to Coronet except for number of speakers and power amplifier; has a 5-in. woofer and a 4-in. tweeter; 5-watts amplifier, ebony or white.

Webcor Inc., 5610 W. Bloomingdale Ave., Chicago, 39, Ill.



Guild "Bonnet Box" AM-FM hi-fi radio phono

## GUILD Hi-Fi Radio-Phono

"Bonnet Box", an am-fm hi-fi radio-phono combination in Early Americana reproduction in hard-rock Salem, maple, cherry or mahogany finish, features "Tetroflex" speaker system with a high powered woofer for low frequencies and 2 mid-range speakers plus a tweeter with crossover filter.

Other features include a ceramic turnover cartridge, improved 4-speed automatic changer; diamond tipped needle; audio amplifier has 25-watts undistorted power; AM-FM radio with improved circuitry; Duo-Ray indicator eye; "Builtenna" an FM antenna.

Guild Radio & TV Co., 460 N. Eucalyptus Ave., Inglewood 3, Calif.



# new products

## HI-FI



Webcor "Holiday Imperial" portable hi-fi fonograf No. 1863



Webcor "Overture" console hi-fi radio fonograf No. 1985

### WEBCOR Hi-Fi Fonographs and Combinations

Fonograf line for 1958 includes 1 console, 3 consolettes, and 6 portable automatics.

All consoles have "Magic Mind" diskchanger which allows complete intermix of microgroove records—it automatically changes turntable speeds for a stack of 7, 10, and 12-in. records with 33 $\frac{1}{3}$  and 45 rpm speeds intermixed in any sequence; plays all 4 speeds; rubber mat turntable gives constant flywheel action; automatic shut-off turns off amplifier and changer after last record; compensated, lightweight tone arm has wide range hi-fi ceramic cartridge with twin sapphire styli; cabinets of selected mahogany, lined oak or cherry woods.

**Ravinia No. 1859**, has 3 speakers: 12-in. woofer, 6-in. mid-range; and 4-in. tweeter with crossover; push-pull amplifier provides 18-watts audio output; 50-15000 cycles; output jack for direct tape recording, input jack for use as second sound system for Stereophonic records and remote control jack for use with "Magic Touch" remote control unit; also available with 7-tube AM radio tuner No. 1893.

**Overture No. 1865**, has 3 speakers: a 6x9 woofer and two 4-in. tweeters; push-pull amplifier with 8-watts output; input jack, output jack and remote control jack; available with 7-tube AM-FM radio tuner No. 1895.

**Prelude No. 1864**, has 3 speakers: a 6x9 and two 4's; 4-watts audio output; output jack for direct tape recording; available with AM radio No. 1894.

**Muscale No. 1855** has 3 speakers: a 6x9 and two 4's; 4 watt audio output matching base, optional.

#### Portables

Portable automatic fonographs have Magic Mind diskchanger; rubber mat turntable; automatic shutoff of amplifier and changer; compensated lightweight tone arm with wide range, hi-fi, ceramic cartridge, twin sapphire styli.

**Muscale No. 1862** has 3 speakers: a 6x9 and two 4's; 8-watts audio output; input receptacle; output and remote control jack; ginger or tan leather.

**Holiday Imperial No. 1863** has 3 speakers as above; 4-watts amplifier; input receptacle, output jack; ebony or tan.

**Holiday Coronet No. 1854** has 2 speakers: a 6-in. woofer-mid-range and a 4-in. tweeter; 4-watts push-pull amplifier; separate volume, bass and treble controls; ebony and grey or brown and tan finish.

**Holiday Radio Fonograf No. 1891**, has AM radio tuner with printed superhet; beam power amplifier; wide range PM speaker; output jack; ebony and grey tweed finish.

**Holiday No. 1853** has 2 speakers: 5 in. woofer-mid-range and a 4-in. tweeter; beam power amplifier, separate volume and tone controls; ebony and grey tweed, or rust and brown.

**Festival No. 1852** has full range PM speaker; beam power amplifier; wide range flip-over cartridge with twin sapphire styli; orange and grey, or blue and grey.

Webcor, Inc., 5610 W. Bloomingdale Ave., Chicago 39, Ill.

### CHANNEL MASTER 2-set Coupler

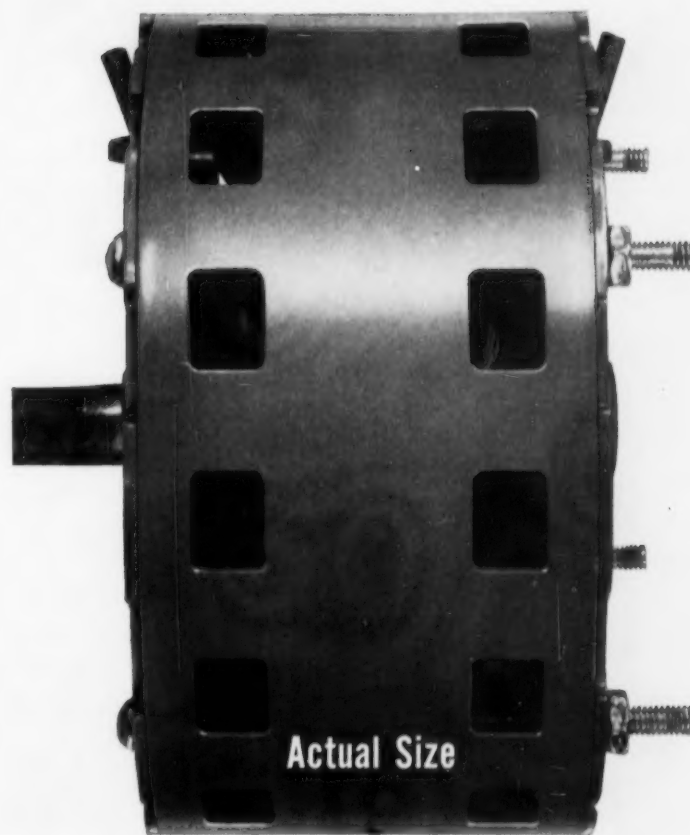
New type 2-set coupler based on Diplexer principle allows Matchmaker to divide signal power simultaneously and equally to both sets without interaction between sets; meets all 5 electronic requirements for usage in any reception areas: division of signal; insertion of loss; signal isolation; impedance matching; impedance isolation. Delivers good reception to both sets from a single antenna installation.

Price, \$5.42

Channel Master Corp., Ellenville, N. Y.

# SLIM

NEW GENERAL ELECTRIC  
FAN MOTOR WILL HELP YOU . . .



Actual Size

... Sell Style in 1958!

General Electric's new two-bearing motor speeds the trend to thinner, more compact, better looking window fans for your design conscious customers. It will let you sell style in 1958.

To get fans with fashion appeal and built-in buyer preference be sure to specify General Electric's new Slim "29" frame motor on your next fan order. General Electric Co., Schenectady 5, N. Y. 632-10

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC



Varsity comes in four trim colors—red, blue, green and charcoal . \$17.50\*



Lady Schick BALLERINA . . . . \$16.50\*  
FORGET-ME-NOT (not shown) . \$16.50\*



Lady Schick in jewel-like colors  
AQUAMARINE or ROSE QUARTZ. \$14.95\*



POWERSHAVE comes in four colors—white, tan, green, black . . . . \$29.95\*



Lady Schick SOPHISTICATE . . \$17.50\*  
Lady Schick ORIENTAL . . . . \$17.50\*

\*All prices Fair Trade Retail



MINIATURE HATBOX carrying case with Lady Schick Oriental and Sophisticate.



SCHICK INCORPORATED: LANCASTER, PENNSYLVANIA

Mr. Dealer -

Here's the shaver line that will outsell 'em all this Christmas. Because only Schick has a special electric shaver for every member of the family:

The all-new Powershave -- the most revolutionary development in men's shaving in 27 years!

The stunning Lady Schick -- smartly styled with new colors and an exclusive new hatbox carrying case!

The new Varsity -- the first and only electric shaver custom-built for the big and expanding youth market!

All of them are backed by Schick's tremendous advertising program on two NBC-TV network shows... in full-color spreads in LIFE and LOOK... and on saturation TV spots in the 100 top U.S. Markets!

Be sure to get your share - stock up on Schick - don't miss a single sale!

©1957, Schick Incorporated; Lancaster, Pa.



# the **MOST** from ROTO CLIPPER and FALLS inspired promotion in **POWER MOWER HISTORY**



**JOE GREENGRASS SAYS TO APPLIANCE DEALERS AND DISTRIBUTORS:**

"I'm heading the sales crew for the Roto Clipper PROFIT LINE of Detroit-designed power mowers. My mower, you know, is the mower that features the exclusive speed blades that can be changed like you change blades in a safety razor. And with the BUILD IT YOURSELF KID'S CAR promotion, I'm loaded . . . but LOADED FOR SALES AND PROFITS. I've got a full line including reel types."

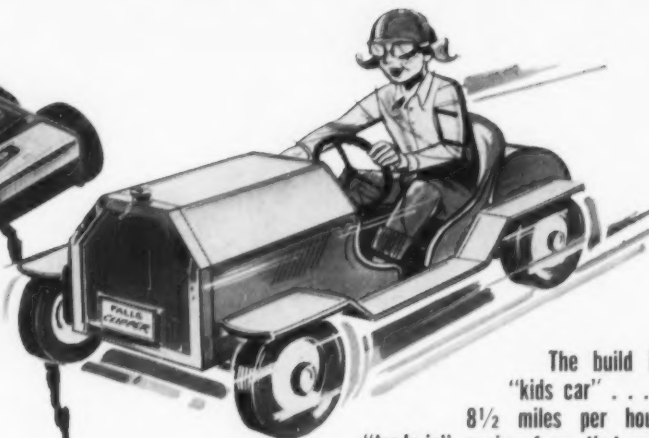


**Chief Kuick-Kut Says to Automotive and Hardware Dealers and Distributors:**

"I'll be on the warpath for FALLS . . . the promotion line of mowers that offer quality, price appeal and more features than you'll find on any power mower in America. They say 'wampum talks' . . . well, friends, we got plenty wampum and promotional plans for the biggest sales and profits in all your power mower experience. We're in on the BUILD IT YOURSELF KID'S CAR PROMOTION, TOO! Get all the facts before you buy ANY power mower for '58. My line includes reel types, too!"



You'll find every wanted type of power mower in FALLS and ROTO CLIPPER lines including reels, rotaries, riders self propelled, electric starters and promotional numbers.



The build it yourself "kids car" . . . runs 5 to 8½ miles per hour with a "trade-in" engine from that used mower!

**LOOK AT THESE SPECIFICATIONS:** The FALLS BUILD IT YOURSELF KID'S CAR will be approximately 60" in over-all length—with a 50" wheel base—it will feature knuckle type steering, safety brake and slip clutch. It will operate with a vertical shaft, lawn mower type 1½-3 h.p. engine, will run at 6 to 10 miles per hour. It will be sturdy enough to carry a 19-25 lb. engine and a driver weighing up to 100 lbs. Great sales promotional possibilities? YOU SAID IT!

## HOW TO GET IN ON THIS PROGRAM FOR MORE SALES AND PROFITS!

You know that about fifty percent of your 1958 sales will be repeat sales to consumers who own a power mower but want to replace it with a new one. How do you get your share of those repeat sales and at the same time lick the annoying trade-in problem? Falls offers a program on both the ROTO CLIPPER AND FALLS mower lines that will build mower traffic for you like a pot of honey draws flies.

Your FALLS and ROTO CLIPPER distributors will offer you an irresistible deal on a BUILD IT YOURSELF KIT. You, Mr. Dealer, can offer this kit to your power mower customer who can then build a self-propelled KID'S CAR utilizing the engine from his old mower.

We've checked and pre-tested this PROMOTION PLAN with seasoned distributors and dealers coast to coast. They're hopped up plenty and they tell us they can't wait to get their hands on it.

The plan is complete with floor displays, newspaper mats, dealer display contest—the works. Your display may win you an all expense vacation for two people to NASSAU . . . everybody in sales wins in this contest . . . distributor salesmen, too!

Complete descriptive details on the entire promotion are ready and waiting for you. Why don't you WIRE OR PHONE YOUR DISTRIBUTOR NOW!

**YES, SEND ME FULL DETAILS ON YOUR BUILD IT YOURSELF POWER MOWER PROMOTION. WRITE DEPT. E.M. 10**

Name .....

Address .....

- ☐ I am a distributor.
- ☐ I am a dealer.
- ☐ I am interested in Falls.
- ☐ I am interested in Roto Clipper.

# FALLS PRODUCTS, INC.

**GENOA ILLINOIS**

**AT THE HARDWARE SHOW  
SEE US IN BOOTH 735-736**

# trade report

HARRY GRAYSON  
NEWS EDITOR



## PRODUCTION

1957

1956

Although production is down 18%...

## RETAIL SALES

1957

1956

Retail sales are off only 1% ...

## INVENTORIES

(approximate)

JANUARY

JULY

and inventories are in better shape as...

# TV Scrambles for Solid Footing

THE television industry is heading toward the end of the year with increasing optimism. There has been some cleaning up of inventory; prices have been firmed up; and consumers are apparently buying high-end-of-the-line merchandise.

It won't be a record year, but industry spokesmen are betting that at retail, at least, it will be as good or slightly better than 1956. Retail sales of television receivers for the first seven months of this year have lagged behind the comparable period of last year by only 1.13 percent. Dealers are reportedly ordering more heavily for the fall.

### Lower Inventory

The inventory picture looks better. Although sales are down only slightly, production for the first seven months is down 17.84 percent. This has helped reduce the 2.5-million-unit end-of-1956 inventory by about a quarter of a million units.

Manufacturers have raised prices on most units this year, including portables, and there is very little "cheap" merchandise to be found. Moreover, consumers are buying high-end units in surprising quantity with a particular emphasis on consoles.

### More Replacements

Industry spokesmen point out that this may be due to two factors: the growing replacement market, which is becoming more important each year, and increasing acceptance among consumers of the belief that color may not be "just around the corner."

In 1955, replacements accounted for 38.8 percent of the market; in 1956, they were a hefty 52.2 percent. This year, it can be assumed that they will account for a still larger share of TV sales.

As far as color is concerned, with the 1958 models on the market and price rises rather than decreases the trend, it has become in-

creasingly clear to consumers as well as the industry that the price of color is not going to come down substantially in the near future.

Although Radio Corp. of America still believes strongly in color and contends that, in some cities, dealer dollar volume in color ranges as high as 31 percent of total RCA Victor TV sales, most manufacturers appear happy to remain spectators in the color-TV field.

### Not Right Yet

Some think the sets aren't just right as yet or that there isn't enough color telecasting. Some of those who carry high fidelity in addition to TV feel that the opportunity for hi-fi sales far outshadows that offered by color-TV. "All you need for hi-fi is electricity," some say, "and that's certainly not true of color-TV."

Thus it is that the replacement market is going to high-end monochrome sets this year.

**MORE ▶**

# WHAT KEEPS SAM HAGY SOLD

...On The Lines He Carries?

Here is a verbatim excerpt from an actual interview. Survey after survey show that thousands of other retailers share Mr. Hagy's views.



**E.M.:** "You say you spend 3 to 4 hours with each issue, Mr. Hagy. What do you find *useful* to you?"

**Mr. Hagy:** "Well, the editorial articles for ideas . . . and the ads. No question about it, *Electrical Merchandising* is the most useful publication I read, for ads."



**E.M.:** "How about ads on the lines you now carry?"

**Mr. Hagy:** "To me, those are the most important ads in the book!"



**E.M.:** "Why do you say that?"

**Mr. Hagy:** "Why? What else keeps a retailer so *sold on a line*? I read those ads because they tell me so much I need to know about new product features and specifications, price information, new sales points."





**E.M.:** "Do you ever clip them out?"

**Mr. Hagy:** "Yes . . . I do when they list sales points. I clip them for my 14 salesmen."



**E.M.:** "What ads are you most likely to read?"

**Mr. Hagy:** "Well, I'm always on the lookout for **HOT** items. And I like to keep tabs on my competitors' lines."



**E.M.:** "Any other comments, Mr. Hagy?"

**Mr. Hagy:** "Guess that's all. Except, I like your magazine, particularly Larry Wray, the editor. To me, there's nothing like *Electrical Merchandising*!"

You reach the top when you reach top dealers like Sam Hagy—and your advertising message in *ELECTRICAL MERCHANDISING* reaches and is read intentionally by Sam Hagy and thousands of America's leading appliance-radio-TV dealers and distributors and buying executives. Advertise regularly in *ELECTRICAL MERCHANDISING* to keep your dealers sold on selling—*your line*.

★ ★ ★

Everybody in the appliance-radio-TV business has good reason to know Sam Hagy. President of The Good Housekeeping Shop, Inc., in Dallas. President of the North Texas Appliance Dealers Association. Member of the Board of Directors of NARDA. Brand Name Retailer of the Year in 1955. Certificate winner in 1954. A subscriber to *ELECTRICAL MERCHANDISING* since 1936.

## Electrical Merchandising

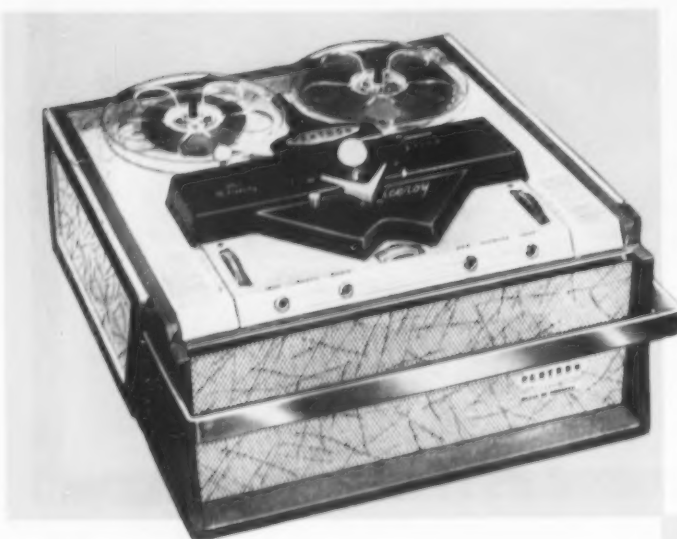
**alone will cover the market alone**



A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

**New 1958**  
**PENTRON**  
*Premiere Line*  
**HI-FI TAPE RECORDERS**  
 • STEREO • MONAURAL

**5 models to SELL—from a low \$99<sup>50</sup>  
 to a profit boosting \$325<sup>00</sup>**

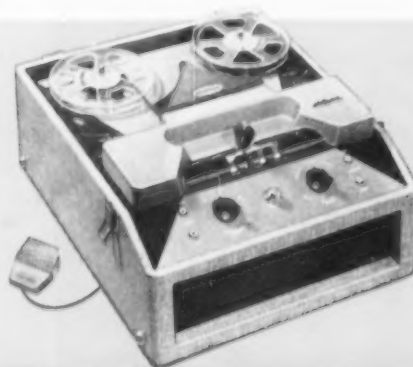


**the VICEROY**

Finest home recorder in the world. Magnificently styled. Professional features: 4 extended range speakers, 10 watt push-pull amplifier, 2 LC crossover networks, automatic shut-off at end of reel, illuminated VU meter and response of 40-15,000 cycles. Also: Unimagic single lever control, automatic braking, safety interlock button, and professional record/play/erase head.

**the CLIPPER**

A fine quality well-engineered instrument at a low \$99.50. Packed with cost-more features: Monomatic single knob slide type control, extended range speaker and amplifier system, neon record indicator, and straight line slot loading of tape! Sell up from here!



**PENTRON PROTECTED TIME PAYMENT PLAN**

- NO HOLDBACKS—100% payment on delivery
- NO RECOURSE TO DEALER OR DISTRIBUTOR
- "PLAY AS YOU PAY"—10% down  
 Up to 24 months to pay  
 3 way insurance protection

**IT'S EASY TO SELL UP AND INCREASE PROFIT!**

PENTRON is the pioneer and largest exclusive maker of tape recorders in the U.S. With more than a decade of experience, Pentron is the unquestioned leader in quality, styling and engineering.



**DISTRIBUTORS:** A few choice exclusive territories still available. Write, wire or phone for details now!

This is healthier for the industry than last year's emphasis on low-priced, low-margin portables, a factor which had helped "take the profit out of television."

This is not to say that portables are not selling this year. They are. The second-set market remains largely in portables. This hasn't played quite as much havoc with profit margins as it did last year, however, because manufacturers have put higher price tags on portables this year.

The black-and-white sales picture thus seems to have shaken off whatever fuzziness might have been caused by the imminence of color and the growing replacement market is apparently easing any sales lag that might be caused by high saturation. Monochrome sets are moving again, although not yet in the strength of 1955.

A near-seven-million-set year is predicted (1956's figure was over 6.8 million units; 1955's, 7.4 million units). This, with a shrinking inventory and better profits, should place the industry in a better position than when it closed last year's books.

**FHA Relaxes Rules  
 Against Window Units**

The Federal Housing Administration has relaxed its prohibition against window-type air conditioning units as part of the home property that may be covered in an FHA-insured mortgage.

On August 8, FHA notified the directors of its 75 field offices that they now may permit window-type units on their lists of items eligible for inclusion in FHA-insured home loans—but only in those areas where lending institutions are willing to accept these window units as part of a mortgage.

The new order removes a nationwide FHA prohibition. But it does not imply any endorsement of window units by the agency, which still maintains its basic position in favor of permanent built-in air conditioning systems and against removable window-type air conditioners.

Only change made in previous instructions is that field directors now may add window units to their local lists of easily removable real estate items eligible for mortgage insurance. This option has long been open to refrigerators and ranges, for example. FHA field offices list these appliances as eligible items in those areas where local lenders accept them as part of the mortgaged real estate. They are not eligible in other places, where local custom and practice do not include them.

# No Tag—No Sale

—says Packaging Council after survey shows customers ignore display items when fact tags are missing.  
Solution: the "patched tag"

Placing simple, informative tags on displayed appliances can make them outsell untagged items by as much as 26 to 1, according to a recent survey made by the Better Packaging Advisory Council.

That's because between 50 and 80 percent of all sales are now made in 12 to 15 hours of the store's total weekly selling time and the few clerks on hand can't hope to handle all possible sales during this period. So the product must sell itself by means of a short, identifying "sales talk" appearing on the attached tag.

A "tag appeal" test made by the Packaging Council found that, in specialty stores, tagged small appliances outsold untagged ones by 26 to 1. Tagged large appliances moved 7 times faster than those left untagged.

In department stores, tagged small appliances led untagged ones by 3 to 1. Tagged white goods moved 4½ times as fast as those left untagged.

Harrison Young, marketing director for the Council, says tests revealed that women at regular jobs have fewer hours to shop. Also, because domestic help is harder to get, women with young children can shop only when husbands are at home.

So these hurried shoppers no longer plan purchases in advance. Seventy-one per cent decide what to buy in the average 17.9 minutes they spend in the store.

This situation requires that the product sell itself quickly and effectively by means of the short, identifying "sales talk" appearing on the tag.

The Packaging Council also turned its attention to the problem of lost tags.

A study made at Klein's, a New York department store with self-service departments, found over 400 tags a day were torn from merchandise. Rough handling by customers had removed 85 per cent of these tags before 1 p.m.

In effect, this was almost the same as removing the items from the sales floor. Customers came in, spotted an article they wanted. But when no informative tag was attached, they refused to trust their own judgment and left without buying anything.

For avoiding lost sales from tagless items like those at Klein's, the Council offers a simple solution—the patched tag.

The recommended tag is like any other except for a simple reinforcing patch around the hole through which the string runs. With the patch, the string can't tear through the tag and cause it to fall to the floor, leaving the appliance without identification.

By putting a patched tag on each item, says the Packaging Council, manufacturers can give their products 100 percent point-of-sale support. The cost of the patch is small. Its value is large in increased sales and profits for both manufacturers and retailers.

## New Literature

• **High Fidelity in the Home—a new Approach by Pilot**—a 16-page booklet containing a glossary of high fidelity terms has been published by Pilot Radio Corp. It is available to consumers without charge by writing to the company.

• **Successful Selling Strategies: How to Climb the Ladder to Sales Success**—a McGraw-Hill book by Charles L. Lapp written for all whose job it is to keep sales climbing. 368 pages. \$4.95.

• **The West Coast Electronic Mfrs. Assn.'s annual 1957 membership roster and product directory**—lists over 250 electronic firms in 11 western states with the products they manufacture.

• **The National Appliance & Radio-TV Dealers Assn.'s costs-of-doing-business survey**—available in booklet form. This comprises a factual, authentic report of the dealers' typical operating expenses in 1956. Prices: 1-49 copies, \$1.00 each; 50-99 copies, \$.35 each; 100 or more, \$.25 each.

• **1958 TV Blue Book**—Lists model numbers, list prices, new trade-in values on almost every set in use. Will be ready in time for National Television Week. Published by National Appliance Trade-In Guide Co.

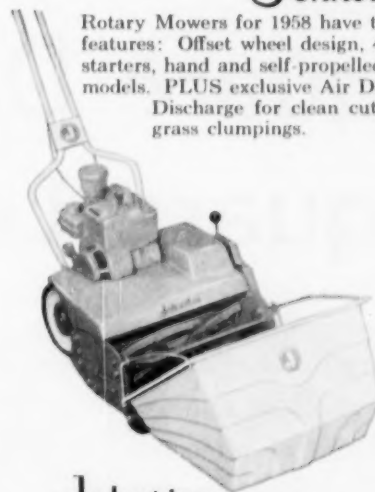
# 1958 JOHNSTON MOWERS HAVE FEATURES TO SELL!

LOOK  
UNDER THE DECK



*Johnston*

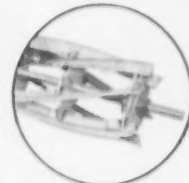
Rotary Mowers for 1958 have the most wanted consumer features: Offset wheel design, 4 cycle engines with recoil starters, hand and self-propelled units, budget and deluxe models. PLUS exclusive Air Dome Design with Jet Flow Discharge for clean cutting without windrows or grass clumpings.



*Johnston*

1958 Reel Mowers have New 6 Blade Reels. This 20% additional cutting capacity gives a smooth cut without old-fashioned waves or washboard finish. Illustrated is new Velva-Trim mower that side trims to within ¾" of obstacles and is designed for the critical 1958 replacement buyer.

LOOK  
AT THE CUTTING EDGE



## You Can Sell Johnston With Confidence!

1. **Service:** Johnston frees you from service headaches with its nationwide organization of Johnston-Jacobsen service dealers.
2. **A Brand Name:** For over 25 years Johnston Mowers have been sold and advertised nationally. In addition, hard-hitting cooperative programs help you sell locally.
3. **Full Profit:** Modern mower line, each model makes sales sense.

Send for free 1958 Mower Market brochure



**JOHNSTON LAWN MOWER CORP.**  
BROOKHAVEN, MISSISSIPPI  
A subsidiary of Jacobsen Manufacturing Co.

See The Johnston Line Before You Buy!





**NEW LOOK** in Westinghouse appliances comes in for close scrutiny by group of dealers attending preview meeting in Columbus, Ohio.

## WESTINGHOUSE MAKES ITS BID WITH A Square Deal and A Square Look

**In a strong bid to boost its share of the appliance market Westinghouse offers its dealers a line of products with "the shape of tomorrow" and a series of merchandising policies promising them a "new deal"**

In Mansfield and Columbus last month things were getting back to normal for the men who market Westinghouse appliances.

Already a thing of the past was the introduction of the firm's new appliance lines—an introduction made under far more pressure than is normal in such situations.

That's because Westinghouse's 1958 line is the company's decisive move in an effort to make a full comeback in consumer products. Westinghouse placed its bets between August 19 and 28 in Columbus when 2500 dealers and distributors came to town for a first look at the new line. No one knows for sure yet whether Westinghouse is going to cash in on that bet.

Only the months ahead will produce the real answer as to whether the new line and new merchandising policies will be strong enough to gain all the company hopes they will.

But if final results are still unknown, preliminary indications are that the firm should collect handsomely with the new line. One distributor did four months' business in a single week's time after introducing the line to his own dealers. And on individual product lines orders placed so far have been far in excess of factory expectations.

To generate such acceptance Westinghouse came up with radical innovations in both product

and merchandising plans. For the 2500 visiting distributors and dealers the company unveiled "the shape of tomorrow"—a line of appliances which boast "the built-in look without the built-in cost". (For details, see New Products Section, this issue.)

**New Policies, Too.** But Westinghouse had more than product to show its visitors. It had an ambitious "saturation" advertising campaign utilizing dealer signature ads in newspapers and 2800 billboards from coast to coast. It had a promise of better credit facilities through Westinghouse Credit Corp. It had a new division to handle service problems.

But most important, Westinghouse took the occasion to enunciate a "new deal" for retailers. Part of it was in the form of a promise that there would be no Westinghouse appliance dumps in 1958; a second promise was that the company would continue "leadership in price protection policies to dealers".

But the biggest news was a policy statement by major appliance division manager John Anderson in which Westinghouse spelled out what it would do for dealers and dealers in turn were told what the company expects of them. The company promised to keep retailers competitive in product, price and promotion and "to have no more retailers in a market than can adequately and profitably serve the market potential". Company officials readily admitted that the latter promise would, in some cases, mean cutting down on franchises. Overall, however, there will probably be little change in the number of Westinghouse dealers since some areas presumably do not have enough dealers even now.

In return for all this Westinghouse asks that the dealer concentrate his efforts on the company's line, consider Westinghouse a "close and trusted associate" and "dedicate himself to becoming known in his market as a place where value, integrity and good service are the primary tenets of

doing business".

Dealers weren't the only ones to get a "new deal" from Westinghouse. Distributors attending the meeting were told that henceforth the factory will set no list prices. That will be up to the distributor, as will be the full responsibility for local marketing operations in each distributor's area.

**The Background.** It's been no secret in the appliance business that Westinghouse has been unhappy with its post-war performance in consumer products and has set its sights on a bigger share of the market. Although the company ranks second only to General Electric in overall electrical manufacturing, it has dropped considerably further behind the leaders on individual consumer products.

Two years ago Westinghouse set out to remedy this situation, a process which was stopped short by a nine month company-wide strike. After that stoppage, even Westinghouse began talking about its marketing in terms of making a "comeback".

In the interval since the end of the strike the company has made a number of changes. Perhaps the most important was the revamping of its company-owned distribution. Old line WESCO houses were dropped in favor of new Westinghouse Appliance Sales

branches (and in one area a WESCO house was even replaced with an independent.) This and other changes produced general agreement in the trade that Westinghouse was, at the very least, making a fight of it for industry position. But most observers were unwilling to make any final judgments on Westinghouse's "comeback" until the 1958 lines were introduced. These were to be the first produced under the direction of two newcomers—consumer products vice-president Chris Witting and appliance division vice-president John Craig.

**No Overnight Job.** Actually, preliminary design work had been going on for some years. As early as November, 1954, industrial designer Peter Muller-Munk showed a mock-up design for a square model refrigerator which could be either built-in or free-standing. (This concept was first marketed in January, 1956, when the built-in refrigerator was introduced.)

In the early fall of 1955 the decision to go ahead with fully-squared refrigerators was made. A few months later Craig took over and ordered Muller-Munk to work on all appliances and to produce a family resemblance for the entire line. In April, 1956, the designer delivered a design motif which Westinghouse product design departments then went to

work on. In July mock-ups were shown the sales department who in turn made fairly firm commitments as to specific types and quantities needed.

Meanwhile, in April, 1956, factory men had placed orders for capital equipment to automatically produce the new line. (An original appropriation had been approved in September of the preceding year). Initial equipment from the April order was delivered in January of this year. In November, 1956, tool and parts vendors were called in and orders placed with them. These tools were delivered in April and pre-production runs of five units of each model were tested. In June, verification or "final check" samples were produced and in July production began.

**Early Production.** Westinghouse took a calculated risk in going into production as early as July. Many manufacturers have learned the hard way that advance production results only in "leaks" which tip off competition and steal the impact of the line when it is introduced.

Westinghouse, however, had little choice. The company was determined to introduce its entire "family" of appliances at one time. And since September through November is the peak laundry selling season, quantities

of the new laundry line had to be available immediately after the factory showing and distributor meetings. This combination of circumstances produced one advantage: the Westinghouse refrigerator and range lines would be on dealer floors considerably in advance of competition.

What was really unique in the Westinghouse production plans was Craig's determination to go into the new product year with clean pipe lines. That meant really tailoring production to sales for most of the 1957 line's life. This was felt during the spring when the Columbus plant went on a four-day week for nearly a month after first cutting the work force. At Mansfield the union voted for an alternative method of tailoring production—they elected a full week's shutdown. In Mansfield, too, there was a substantial cut-back in employment.

As a result, Westinghouse was able to point to its current position last month when it promised distributors and dealers that from now on the company would produce only for demand and that there would be no dumps.

**Marketing the Line.** In late January of this year the entire creative team of McCann-Erickson, Westinghouse's ad agency, were shown the 1958 line. The agency's job: develop advertising and mar-

MORE▶



**COLUMBUS MEETING** was built around professionally-produced stage show which provided setting for introductions of new refrigeration, laundry and range lines.



**CONTROL DIAL** on new laundry line comes in for close scrutiny by visiting dealers.

**AFTER COMPLETION OF STAGE SHOW** a side wall of the auditorium was raised to give dealers a first glimpse of the entire product line. Each group spent two days in Columbus.



**SATISFACTION OVER LINE** is evident as dealers visit with Westinghouse's Frank Lowery (back to camera).





**FOR  
TURNOVER  
PROFITS**

*feature*



## COFFEE-MAKERS!

*Your Customers Can PAY More — But An  
"EMPIRE-MATIC" Makes The Finest Coffee!*

When you can furnish the means for making finer flavored, more delicious coffee—at less cost—there's an unbeatable combination! This happy result is a certainty with the "EMPIRE-MATIC" . . . due to exclusive features that assure perfect automatic operation. All this—PLUS true beauty of design!

There's An "EMPIRE" Coffee-Maker  
. . . SIZE And PRICE . . . For Every Need!  
AUTOMATIC or NON-AUTOMATIC

Your Jobber Can Serve You

**EMPIRE-MATIC**

—with Signalite that glows red when coffee is ready . . . "Cold Water" Pump for faster perking—while saving coffee.

4-8 Cup  
No. 1968

**\$12.95**

"COFFEE-  
QUICKIE"

2-Cup  
Percolator

"A cup for two—  
or two for you!"  
Ideal for traveling.  
No. 63 — \$4.50  
No. 72 — Fully  
Automatic — \$7.50



**The METAL WARE Corporation**

Two Rivers, Wis.

Merchandise Mart, Chicago

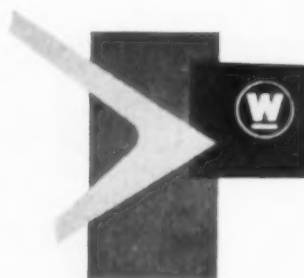
200 Fifth Ave., New York

keting plans for both the full line and for specific products.

Key tool in planning this program was a monumental survey of 10,000 consumers undertaken by the agency in 1956 and compiled in 32 volumes in 1957. Westinghouse calls it "probably the most complete national study ever made of the appliance market".

First step was to develop a theme and slogan. The agency asked consumers for reactions to 11 themes and picked the two top-ranking ones for use with the 1958 line. Thus was born "The Shape of Tomorrow—The Built-in Look Without The Built-in Cost".

Next step was a symbol. This was achieved by combining a rectangular shape (representing refrigeration and the Space Mates) with a square shape (the range and washer and dryer) together with a side view of the range and laundry control panels. To all this was added the Westinghouse Circle W trademark. The result looked like this:



Elements of the entire advertising program were approved during April with the final presentation on May 6. Early approval was necessary for such items as the billboard campaign since clearances for October space had to be made in the spring.

Planning for the Columbus showing in late August and for subsequent distributor meetings represented the final stage in preparations. For some Westinghouse engineers and designers what happened in August was the end result of something they had started three years before. For Westinghouse executives, however, the show was just the beginning. The months ahead are the ones which will tell the story.

### Magnecord in Tulsa

The Magnecord division of Midwestern Instruments, Inc., is moving from Chicago to Tulsa, Okla.

All of the division's management and practically all of the skilled and technically trained personnel are being moved to Tulsa with the company taking care of all expenses.

### SCHEDULED MEETINGS

#### PORCELAIN ENAMEL INSTITUTE

26th Annual Meeting  
Greenbrier Hotel  
White Sulphur Springs, W. Va.  
October 3-5

#### INTERNATIONAL ASSN. OF ELECTRICAL LEAGUES

Sinton Hotel  
Cincinnati, Ohio  
October 5-8

#### CANADIAN ELECTRICAL MFRS. ASSN.

13th Annual Meeting  
Sheraton-Brack Hotel  
Niagara Falls, Ont.  
October 9-11

#### NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

Board of Governors  
Highland Park, Ill.  
October 26-31

#### ELEVENTH NATIONAL HOME LAUNDRY CONFERENCE

Mayflower Hotel  
Washington, D. C.  
November 1-2

#### ELECTRONIC INDUSTRIES ASSN. (RETMA)

Radio Fall Meeting  
King Edward Hotel  
Toronto, Ont.  
November 11-13

#### NEMA

Traymore Hotel  
Atlantic City, N. J.  
November 11-15

#### AIR CONDITIONING & REFRIGERA- TION EXPOSITION

International Amphitheatre  
Chicago, Ill.  
November 18-21

#### WINTER MARKETS

Merchandise & Furniture Marts  
Chicago, Ill.  
January 6-17

#### NATIONAL HOUSEWARES & HOME APPLIANCE MFRS. EXHIBITS

Navy Pier & Drill Hall  
Chicago, Ill.  
January 16-23

#### NATIONAL ASSN. OF HOME BUILDERS

14th Annual Exposition  
Conrad Hilton & Sherman Hotels  
& Chicago Coliseum  
Chicago, Ill.  
January 19-23



## MARKETING



**SMOOTHING THE ROAD** for the premium car (built with a toy auto kit and propelled by an old power mower engine) driven by small-fry Keith Kenaga, left, son of Falls Products Inc. secretary Robert Kenaga, is Ver Lynn Sprague, right, the company's general sales manager. Sprague is operating a 1958 Roto Clipper Model R19R.

## Buy a Mower, Get a Car

**A miniature car, that is. To solve problem of what to do with old mower engines, Falls Products is offering kits from which small, mower-powered cars can be built**

Almost half of the power mowers purchased in 1957 were sold to people who already owned a mower. In 1958 the ratio is almost certain to be higher.

This raises an obvious question: what do you do with the old machines.

Falls Products, Inc., of Genoa, Ill., manufacturers of the Roto Clipper and Falls lines of mowers, thinks it has come up with an answer. The company will offer its distributors and dealers a premium in the form of a build-it-yourself miniature auto kit. Motive power for the autos will be furnished by the old power mower engine.

Falls spokesmen point out that 45 percent of sales last year were made to replacement customers. This figure is expected to climb even higher in 1958. Customers naturally would like to realize a return from their old mowers but dealers don't like trade-ins. Falls sales manager Ver Lynn (Doc) Sprague, thinks his miniature auto kit is a ready-made answer.

The auto will have a 54- to 66-inch over-all length and incorporate safety brake and slip-clutch. Vertical shaft mowers of 1½ to 3 hp. can be used. The car body is strong enough

to carry a 19- to 25-pound engine and a 100 pound driver. Not designed for racing, the cars' speed has been limited to under 10 miles per hour. Falls cautions owners that the vehicles are subject to motor vehicle laws of each state and must be used on private property only. But, as Sprague puts it: "If a man has a yard big enough to use a power mower, he probably has a space big enough for the use of a light, easily maneuverable car."

**The Deal.** The kits (which contain everything needed except the engine and plywood and sheet metal material which is optional) carries a nominal list of \$59.95. Falls will invoice them to distributors for \$22.50. For each 12 mowers they order, dealers will get two kits. Once Falls has received evidence that the dealer has sold the 12 mowers to the dealer and given them the two free kits, the company will credit him with all but \$10 of his cost on each kit. Thus, the distributor's cost for selling 12 mowers is \$20 (two kits at \$10 each). Two additional free kits can be given dealers for each 12 additional mowers.

Dealers are urged to build one of the cars for display purposes. Deal-

ers with the best displays get a trip to Nassau. In addition, the dealer is furnished with a feature reminder card which contains a double coupon. After demonstrating a mower the salesman gives one coupon to the customer and drops the other in a Falls Clipper "lucky box" which is being furnished dealers instead of a counter card. At the end of the season a drawing is held and the display car goes to one of

the season's registrants.

Dealers are urged to offer the second car kit as a premium for top-of-the-line sales. There is no limit on the additional kits dealers may order from the factory. If distributors wish to extend the promotion beyond the two-kit-to-12-mower ratio in which the factory participates, they will be permitted to use co-op funds against a portion of the cost of additional cars.

## How We Spend Money

**That's what Life has attempted to find out in an ambitious research project whose findings will take years to fully assess**

Life magazine last month took the wraps off what is probably the most ambitious market research project ever undertaken by anyone but a government agency.

Titled "The Life Study of Consumer Expenditures," the mammoth project undertakes to analyze how Americans spend their money. While the initial results are quantitative in nature, the mass of data unearthed by researchers will undoubtedly help provide answers to "qualitative" questions to which marketing men now have no answer. Thus, while initial results give a dollars and cents answer to how much Americans spend for appliances and radio-TV, further study may also provide answers as to when, where and why they buy these products.

Initial findings include these:

- The average household spent \$4,110 on consumer goods and service in 1956. The highest share of this (29 percent) went for food, beverages and tobacco. Home improvement and operation was second (19 percent) and automotive expenditures third (14 percent). About nine percent (or \$346) was spent on home furnishings, equipment and appliances; this category ranked fifth, behind clothing.

- The U.S. market is a remarkably homogenous one. Sixty-three percent of families earn from \$3000 to \$10,000 per year and within this group everyone appears to spend in similar fashion.

- Education, presence or absence of children, and suburban living all exert strong influence on the buying habits. Expenditures on floor coverings, sports equipment and pet food, for example, is much higher in the suburbs than in the U.S. as a whole.

- In households with income of \$4000 a year or less (47 percent of

all households) the typical family spends more than it earns.

**Periodic Reports.** So much data has been accumulated that *Life* will issue reports at approximately six month intervals. In addition, the raw data will be available to businesses and colleges for further specialized tabulation.

The first report covers average annual dollar expenditures per household, classified by various characteristics. Future reports will cover expenditures on selected goods by the kind of outlets in which they were bought; variations in expenditures over time—within the year, the month and the week; and consumer markets in terms of the magazine reading of households.

**Appliance Data.** Although the average family spends \$346 on "home furnishings, equipment and appliances", only \$84 of this is spent on major appliances with an additional \$13 on small appliances. Expenditures on furnishings are among the most responsive to increase in income; even so, the percentage of such purchases to total expenditures remains fairly stable. Seven percent of the expenditures of households with income of under \$2000 goes for furnishings. This rises to 8 percent in the \$4000-\$5000 category and to 10 percent for families with income of \$10,000 and over. For major appliances alone annual expenditures rise from \$36 to \$89 and \$181, respectively, for the income classifications listed above. Major appliances account for a relatively larger part of the overall spending on furnishings in low income households than they do in the top income group.

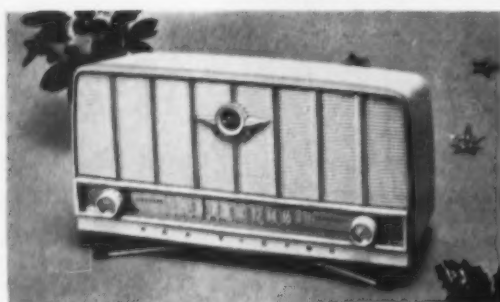
Put another way, of all the money spent by U. S. households on major appliances in 1956, 18

# Make it a red-hot Christmas with RCA Victor radios and "Victrolas!"

## Beautiful new table and clock-radios



Budget-priced table radio, Maroon, The Cole (8X51) \$19.95. The Lyons (8X5), 4 finishes. \$21.95.



Twin speakers . . . and it swivels! Three 2-tone finishes. The Woodlawn (9X10) \$34.95.



Electric cigarette lighter built into top. Twin speakers! 3 finishes. The Winthrop (9XL1) \$39.95.

## New "IMPAC" portables that play on batteries, AC or DC



Low-priced portable. Three rich 2-tone finishes. The Hardy (8BX5) \$29.95.\*



"Wavefinder" antenna turns for best signal. Three 2-tone finishes. The Trouper (8BX6) \$34.95.\*



Deluxe portable. "Wavefinder." Precision tuner. Aqua, pink or gray. The Gentry (8BX7) \$39.95.\*

## New 2-speed, Multi-speed and "45"



Lowest priced automatic "45." Up to 2 hours of music with "45" EP's. 3 finishes. (7EY1) \$32.95.



Portable automatic "45." Green-and-pebble white or rust-and-pebble white. (8EY31) \$39.95.



Powerful portable. Automatic! Plays up to fourteen "45's." Three 2-tone finishes. (6EY3) \$42.95.

## New high-powered High Fidelity from \$69.95



Multi-speaker Hi-Fi! "45" changer. Brown simulated leather. Mark XII (8HF45P) \$69.95.



3-speaker High Fidelity. 4 speeds. Stereo Switch. Brown simulated leather. Mark XI (SHF9) \$129.95.



Fine Furniture—3 speakers. Stereo Switch. 4 speeds. 4 finishes. Mark IX (SHF8). Mah. \$139.95.



## Stock RCA Victor now—have a "Sell-Sational" Christmas

Whatever your customers want—RCA Victor has. Are they looking for table or clock-radios? There are a half dozen shown right here that would fill the bill—beautifully. For folks who are on the go, a new "IMPAC" portable is a natural.

To keep music-lovers happy, suggest a new "Victrola." Or, if what's wanted is one big

gift for an entire family, recommend a new tape recorder. Of course, every RCA Victor instrument is a sound value. Each has rich "Golden Throat" tone or fabulous High Fidelity sound.

Get set for a big holiday season! Place an order for these RCA Victor profit-makers with your distributor now.

**CASH IN ON THE INDUSTRY'S MOST POWERFUL ADVERTISING!**  
TV and radio commercials on "Monitor" (Sat. and Sun.); The "George Gobel Show" (every other Tues.); The "Eddie Fisher Show" (every other Tues.); The "Perry Como Show" (Sat.); "Tic Tac Dough" (Thurs.); and "The Price Is Right" (Mon.).  
Ads in Reader's Digest, Life, Seventeen, Holiday, Sports Illustrated, The New Yorker and Scholastic magazines.

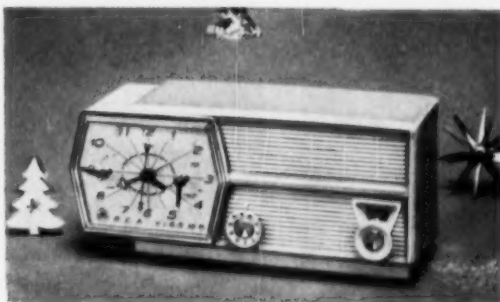
**RCA RCA VICTOR**  
RADIO CORPORATION OF AMERICA

Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher for West and South. \*RCA trademark for record and tape players. †JETSTREAM is a service mark owned by TWA exclusively. \*Less batteries.

## with "Golden Throat" tone from \$19.95



**Low-priced clock-radio.** Maroon. The *Squire* (8C51) \$27.95. The *Dreamette* (8C5) 4 finishes. \$29.95.

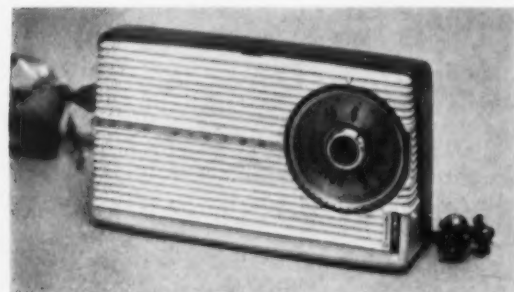


**Lulls you to sleep, shuts itself off, wakes you next morning.** 4 finishes. The *Palomar* (8C6) \$34.95.



**Turns on appliances.** Turns off while you sleep. Phono-jack. 3 finishes. The *Sentry* (8C7) \$39.95.

## from \$29.95 — Pint-size Transistor "Personals" from \$39.95



**Tiny Transistor "Personal"**—room-size volume. 2 finishes. The *Winsome* (8BT7) \$39.95.\*



**6 Transistors!** Earphone plug-in. Gray, white, green. The *Transistor Six* (9BT9) \$49.95.\*



**Powerful!** White, charcoal or russet simulated leather. The "JETSTREAM" (1BT4) \$59.95.\*

## automatic "Victrolas" from \$32.95



**2-speed portable!** Automatically plays "45's" or one 33½ record. 2 rich finishes. (9ED31) \$49.95.



**Twin-speaker fidelity!** Plays 4 speeds automatically. 2-tone green; 2-tone gray. (9ES6) \$84.95.



**Special!** Your customers get 40 Perry Como hits for \$5 when they buy a "45" or 2-speed "Victrola."

## — Push-button tape recorders from \$159.95



**Extra power**—3 speakers. 4 speeds. Stereo Switch. 4 finishes. *Mark VI* (SHF6). Mahog. \$189.95.



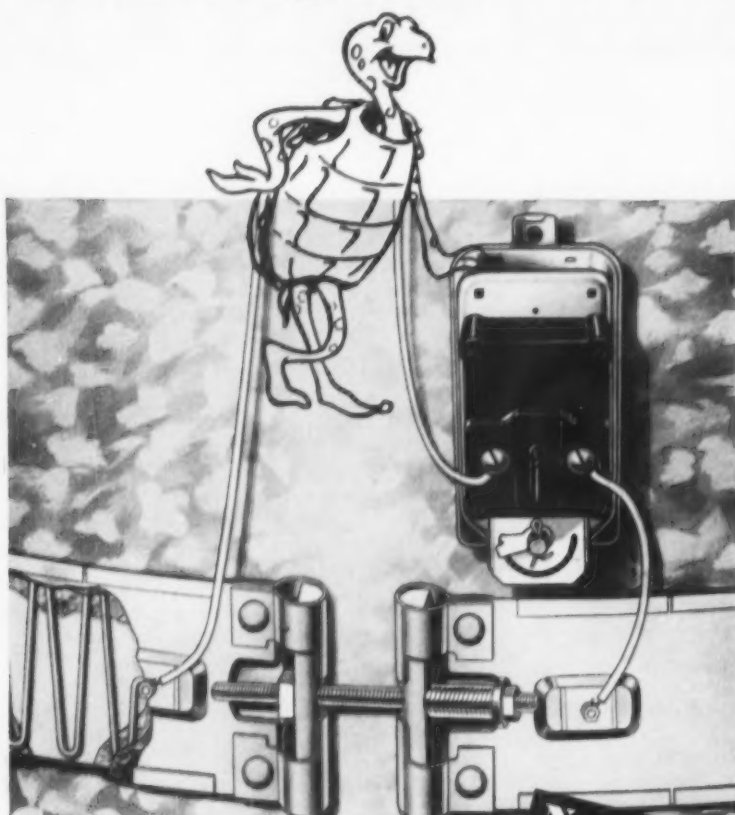
**4-speaker console.** 4 speeds. Stereo jack. 4 wood finishes. *Mark IV* (SHF5). Mahogany \$229.95.



**3-speaker Hi-Fi Tape Recorder.** 2 speeds. Gray or green. (8TR3) \$219.95. Others from \$159.95.



# Under the shell of a TOASTMASTER Automatic *Electric* Water Heater



Outside the heavy-duty Toastmaster tank, the long-lasting Life-Belt\* Element and its companion, the watchful, always-dependable thermostat operate as a team. By "feeling" the tank surface, the thermostat controls the Life-Belt's heating operation . . . turning on current when temperature is lowered, cutting it off when proper water temperature is attained. A completely silent, efficient partnership constantly at work . . . for your hot water convenience.

Next month . . . how the Life-Belt Element prevents formation of lime and scale — *under the shell* of a Toastmaster\* Water Heater.

**No. 3** . . . in a series of reasons why you can be proud to show and sell Toastmaster Water Heaters.



**McGraw-Edison Co. • Clark Division**  
5201 West 65th Street • Chicago 38, Illinois

"Toastmaster" is a registered trademark of McGraw-Edison Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" toasters and other "Toastmaster" products. "Tropic-Aire" and "Tropic-Aire-Carrier" Products. Copyright 1957 by McGraw-Edison Co.



# TOASTMASTER

Automatic Water Heaters

percent was spent by households with income under \$3000, 34 percent by those in the \$3000-5000 group, 37 percent in the \$5000-10,000 category and nine percent in the over \$10,000 group.

Geographically, the Central region led in appliance purchases with a \$94 expenditure, followed by the West (\$92), the South (\$82) and the Northeast (\$70). Families in big cities spent \$65 but in the suburbs of these cities the figure climbed to \$107. Middle-size cities spent \$75 and their suburbanites spent \$102. Non-metropolitan area families spent \$82.

Spending for major appliances climbed steadily as educational levels of the household rose. Household heads who had some college education spent \$121 whereas those who had finished only grade school spent only \$59.

In those families where the head is under 30, expenditures for appliances ran to \$117 a year. This fell to \$101 and \$89 where the individual was in his 30's and 40's.

**Radio-TV Data.** Expenditures

for radio, television and phonographs is included in the "recreation and recreation expenditure" category. Figures show the average family spent \$42 on radio-TV-phonos in 1956. Of all the money spent for these products in 1956, 22 percent was spent by households with incomes under \$3000, 39 percent by those with incomes of \$3000-5000, 32 percent by those in the \$5000-10,000 group and seven percent in the over \$10,000 category.

Geographically, spending was highest in the South (\$45) followed by the Northeast, central region and the West (\$41, 41 and 40, respectively). Families in non-Metropolitan areas averaged expenditures of \$48 as against \$41 for families living in metropolitan areas.

Unlike appliances, TV expenditures did not react sharply to the education of the head of the household. Those households where the head was under 30 years of age showed the greatest expenditures for radio-TV.

## Show Solicitations Rise

EIA survey shows that manufacturers were asked to exhibit at more trade shows and that such participation cost more in 1956 than in 1955

The number of solicitations received by electronic manufacturers to participate in trade shows increased substantially in 1956 over 1955, according to a survey conducted by the Electronic Industries Assn. (formerly RETMA). Hand-in-hand with this, the cost of participation in these shows also took a substantial climb.

Replies from 132 EIA member-companies indicated a significant increase in the number of solicitations to exhibit products at trade shows in 1956. The average consumer products company, for instance, received 33 solicitations to exhibit its products in 1956; 1955 saw only 28 such solicitations.

The average consumer products company exhibited its products at eight trade shows during 1956; at seven in 1955.

Cost per show for the average consumer products company in 1956 was \$1950; in 1955, the cost was \$1807.

Twenty percent of consumer products manufacturers rated such shows as being of very great value; 77 percent said they had limited value; 3 percent saw no value at all.

Approximately twelve percent of consumer products manufacturers recommended just one show per year; 15 percent thought two would be about right; 33 percent recommended three; 23 percent favored four; and 17 percent recommended five or more.

Some 44 percent of those replying said that national shows are becoming too large; 24 percent saw the cost of the shows exceeding the benefit received; 28 percent said that it was becoming increasingly difficult to effectively demonstrate products; 18 percent said "we try to attend any and all shows where there is an opportunity of explaining our products to any reasonable number of our customers." An extreme minority of 1 percent very strongly favored trade shows and said they "would like to see at least 50 per year."

The survey was conducted by the EIA marketing data department under the direction of the EIA trade show survey committee. Respondents included parts, technical products, military products, tube-semiconductor, and consumer products manufacturers.

## MANUFACTURERS



SIX THOUSAND HI-FI sets per day can roll off assembly lines like these at RCA's new plant in Cambridge, Ohio.

## Big Time for Hi-Fi

RCA dedicates an impressive new hi-fi plant by releasing a set of forecasts which show just how big the business has become

Hi-fi is big business.

To keep pace with it RCA last month dedicated a big, new factory devoted to producing phonographs, hi-fi sets and tape recorders on a mass-production basis.

For visiting newsmen and for consumption in the town of Cambridge, Ohio, where the new plant is located, RCA officials served up a variety of statistics designed to prove that hi-fi was, indeed, big business and that the new factory had been designed to keep pace with that business.

Talking about the business itself, James M. Toney, vice-president and general manager of the RCA Victor radio and "Victrola" division, predicted that Americans would be spending over a billion dollars a year by 1958 on recorded music. That would mean that sales had jumped 200 percent in a five year period; expenditure on all recreational activities has increased by only 17 percent.

The new plant consists of a 135,000-square-foot plant acquired by RCA in 1953 and an addition of 220,000 square feet of working space. In this space, 2000 employees work on 15 assembly lines with a capacity of 6000 hi-fi "Victrolas" or 10,000 45 rpm changers per eight-hour shift.

**The Market.** Toney broke his billion-dollar market prediction down like this: In 1958, he says, the industry will sell just over \$400 million worth of packaged hi-fi,

the same volume of records and pre-recorded tapes, \$140 million worth of standard phonos and \$120 worth of tape-recorders. That produces a total of \$1.067 billion and to this must be added volume from components (which Toney did not estimate in the absence of reliable figures on which to base such an estimate).

Packaged hi-fi has jumped from \$43 million in 1954 to better than \$300 million this year, Toney said.

Outlining product trends in the field, Toney said that industry sales of console hi fi sets have doubled in relationship to the overall sales picture while sales of table models have declined.

Although Toney's figures indicate that the booming hi-fi market has not yet hurt the sale of standard phonographs, the RCA vice-president said that in 1958 "we can expect a decline of as much as \$10 million." For several years this phonograph volume has held even at about \$150 million per year.

### DuMont Line Draws

Allen B. DuMont Laboratories, Inc., contends that sales response to its new line of television receivers and high-fidelity phonographs has exceeded expectations.

The company expects that last-half operations will produce a profitable result for the full year's receiver operations.

# General's

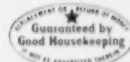
## SAFE-T-GUARD

PATENT PENDING

# OBSOLETE

### ALL OTHER SLICERS

(including our own earlier models)



ADVERTISED IN  
**LIFE**



**NO OTHER SLICERS ARE AS SAFE...  
NO OTHER SLICERS OFFER SO MUCH PROTECTION**

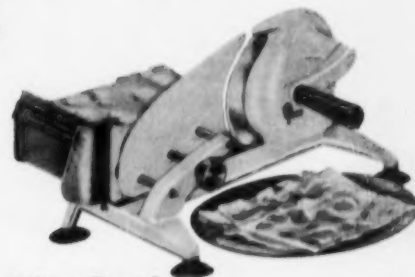
**SAFE-T-GUARD**  
PATENT PENDING

**AND TOUCH CONTROL REMOVABLE PLATFORM  
ARE NOW STANDARD EQUIPMENT ON ALL**

*General*

**SLICERS  
WITH MOVABLE  
PLATFORMS**

**Models  
available to list  
from \$14.95 with  
Regular or Serrated GeneRated  
edge knives**



*General*

**SLICING MACHINE CO.  
WALDEN · NEW YORK**

**FREE: SAFE-T-GUARD**  
PATENT PENDING  
**MERCHANDISING KIT**  
*It's in the bag—yours free for the asking.*



*General*

**SLICING MACHINE COMPANY, INC.  
WALDEN, NEW YORK**

Please send me your free bag full of news about Safe-T-Guard.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

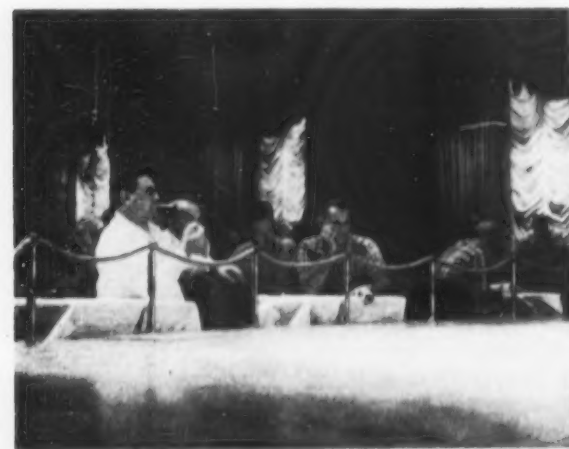




**INFORMALITY** was key to first convention of Hotpoint's "Home Laundry Sales Society" in Havana in late August. Here, the company's winning distributor salesmen enjoy a leisurely breakfast around one of the pools at the Hotel Nacional.



**CAMPAIGNING** for presidency of the "society", George Cole of HASCO, St. Louis, K. B. Moon of HASCO, Birmingham, and Lou Kalman of Wheeling Kitchen Equipment, Wheeling, W. Va., make brief "political" speeches to the pool-side gathering. Victor was Kalman who succeeds Cole as president.



**SERIOUS SIDE** to Cuban junket was a morning meeting at which Hotpoint's 1958 line was introduced and merchandising plans for the year outlined.

**SALES MANAGER** Deb Thompson demonstrates for distributor salesmen the role they were expected to play at local introduction of line in September.



## HOTPOINT BOASTS:

# They've Put Distributor Salesmen on the Factory Team

**A week-end in Cuba, monthly gifts for salesmen and their wives, and recognition for outstanding performance have turned a group of distributor salesmen into "laundry specialists"**

Many a sales manager has spent long hours trying to insure distributor support for his products.

It isn't an easy chore. It's even tougher when the sales manager is concerned with selling only one product in an appliance firm's full line.

But Hotpoint's home laundry equipment division thinks it has come up with a solution in the form of a unique "Home Laundry Sales Society."

Membership is strictly limited to top-selling distributor salesmen. And if a salesman fails to keep pace he can be dropped from the "society." What's more, distributor principals and sales managers aren't eligible—except as honorary members.

HLSS won't be a year old until November but already its creators think it has been more useful than they had hoped it could be. And, perhaps most important, distributor salesmen seem to like the idea.

That was obvious in late August in Havana as members of the society assembled for their first annual convention. Only the top salesman in each distributorship qualified for the trip to Cuba. Each enjoyed an expense-paid three-day outing in the Cuban capital. But each also found out

exactly what Hotpoint wants him to do for the factory.

Basically, each distributor salesman on the Cuban trip will go back to spearhead home laundry activities within his distributorship. The first step in this process came three weeks after the Havana trip when Hotpoint used a closed circuit radio broadcast to introduce the 1958 laundry line. As the program was piped into display rooms across the country, the local "society" member stepped forward to conduct an on-the-spot demonstration of the new merchandise.

"What we've done," explains Hotpoint laundry boss Ralph Spang, "is to create a liaison between factory and distributor. These society members are a link between us at the factory and our distributing organization throughout the country. Thanks to the society, we could have introduced the line on September 9 without a single factory man leaving Chicago."

To make this possible, the distributor salesmen got a sneak preview of the line during their Cuban stay. They listened as promotional plans were outlined and took notes as their own role in the closed circuit broadcast was outlined. Finally, they listened to

**MORE ▶**



A magnificent profit opportunity  
FROM A NEW MAGNIFICENCE  
IN TELEVISION AND HIGH FIDELITY



Here's an entirely new concept in television and high fidelity cabinetry... Zenith introduces the Decorator Group. The world's finest furniture styling in television and high fidelity... provincial, traditional, contemporary.

# decorator group



▲ THE WILLIAMSBURG MODEL A3014  
Exclusive Space Command Remote TV Tuning



▲ THE WELLINGTON MODEL A3013  
Exclusive Space Command Remote TV Tuning

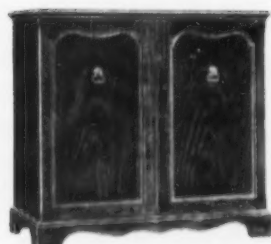


▲ THE DEAUVILLE MODEL A3012  
Exclusive Space Command Remote TV Tuning

▲ THE BANCROFT MODEL A3011  
Exclusive Space Command Remote TV Tuning



▲ THE RHAPSODY MODEL HF1384  
FM-AM RADIO HIGH FIDELITY COMBINATION



THE BRAHMS MODEL HF1296  
FM-AM RADIO HIGH FIDELITY COMBINATION



THE SONATA MODEL HF1292  
FM-AM RADIO HIGH FIDELITY COMBINATION

You must see  
all of the new, 1958  
Zenith line to  
appreciate the beauty  
in styling,  
in performance...

Dear Mr. Dealer:

A letter on my desk from a Zenith dealer reads, in part:  
"Zenith's new DECORATOR GROUP is going to be the key to profits for my fall selling season."

The "DECORATOR GROUP" is part of Zenith's planned merchandising program to develop products with imagination and extra value and extra appeal to give all Zenith dealers something to sell besides profitless "price tags."

Buyers everywhere are telling us that the fine styling and exquisite design in Zenith's new "DECORATOR GROUP" is putting television and high fidelity back into the living room!

Visit your Zenith distributor! See the greatest profit opportunity in Television and High Fidelity—Zenith's "DECORATOR GROUP." This great new Fine Furniture styling plus Zenith quality, performance and exclusives such as "SPACE COMMAND" and "COBRA-MATIC" give you more to sell and more reason to sell at a profit.

Very truly yours,  
*L. C. Truesdell*  
L. C. Truesdell,  
Vice President, Director of Sales

QUALITY BY  
**Zenith**

The Royalty of Television and High Fidelity

The quality goes in before the Zenith name goes on

Backed by 38 years of leadership in radionics exclusively. Also makers of Radio and fine Hearing Aids.

ZENITH RADIO CORPORATION • CHICAGO 38, ILLINOIS

# See the POST INFLUENTIAL at work in one of **MILLION-DOLLAR MIAMI**



*sponsored by the  
Florida Power & Light Company  
and The Saturday Evening Post*

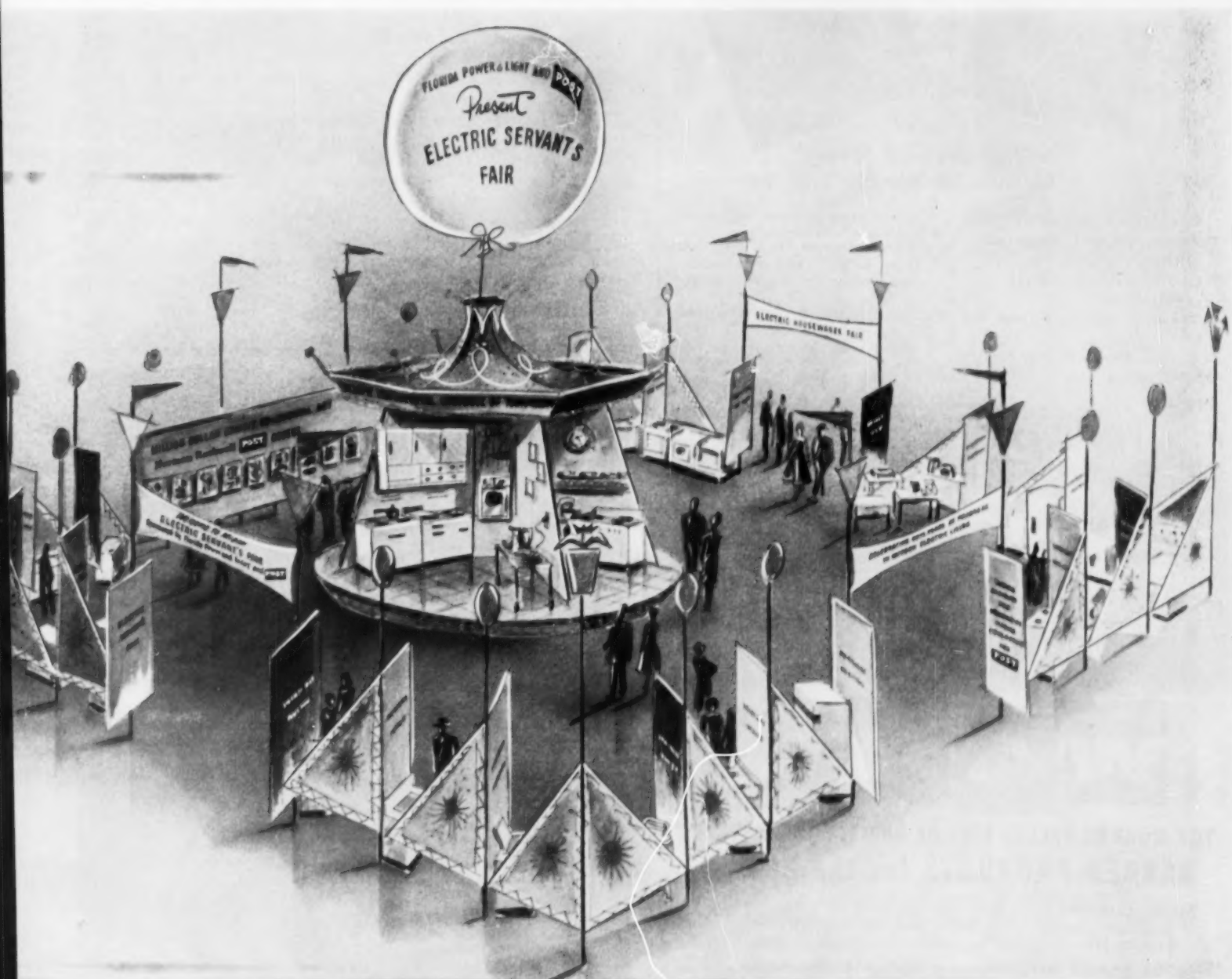
**A SELLING EVENT PLAYING TO  
250,000 PROSPECTS FOR THE  
NEW 1958 APPLIANCES AT THE  
FABULOUS MIAMI HOME SHOW**

★	See the mammoth carousel of all-electrical kitchens
★	See the dynamic demonstration midway
★	See the Post road—how to live better electrically today
★	See the electri-future—how to live better electrically tomorrow
★	See the Post-cover-art parade
★	See the panorama of 50 years of Post advertisers marking the advance in electric living
★	See light for living—outdoors

***See your Post representative for details!***

# America's fastest-growing major markets!


# ELECTRIC SERVANTS FAIR



Mammoth carousel of kitchens will show variations on the kitchen theme as an objective approach to big-ticket merchandising through demonstrating the advantages of going after the complete kitchen business. This exhibit along with the others in the Electric Servants

Fair will be viewed by 250,000 prospects for 1958 appliances at the fabulous Miami Home Show, December 1 to 8. Everyone interested in appliance merchandising should see it. Make a date now, and make sure you come to the biggest Electric Servants Fair of all!

The Saturday Evening  
**POST**  
A CURTIS MAGAZINE

Sells the POST  INFLUENTIALS  
-they tell the others!



# Cut Handling Costs!

## APPLIANCE DOLLY



Model  
AD-1

Also available in  
special Deep Freeze  
Model—two belts and  
ratchets, four primary  
wheels.  
\$79.50\*

- Special extra fully padded face.
- Non-slip, sure grip rubber stair climber.
- Extra heavy duty all-steel construction.
- Sure-action locking ratchet and belt.
- SPECIAL GUIDE WHEELS PERMIT HORIZONTAL USE.

\* FREIGHT PREPAID

## TELEVISION TRUCK Makes Moving TV Sets Easy



Model  
TV-FS

\$24.95

- SAVE Time and Money!
- ELIMINATE Trouble and Damage!

- Makes demonstration and delivery easier—less costly—one man can deliver even the largest set.
- Light weight—but very sturdy, designed for the largest or smallest set.
- Compact. May be easily carried in car or truck.
- Special stair climbing feature designed for safe easy movement on steps.

ORDER NOW!

U. S. PRODUCTS, INC.

Columbus, Ind.

WRITE FOR FREE CATALOGS

Something for Everyone!



## THE MOST COMPLETE LINE OF QUALITY GUARANTEED BARBER PRODUCTS for the HOME!

**MORE CLIPPERS**—all styles for all types of hair. Single-Cut, Multi-Cut, Standard and Giant models. Popular price.

**MORE BARBER KITS**—featuring any type of clipper and any combination of accessories. Includes free instruction booklet.

**MORE ACCESSORIES**—vibrators, dryers, knife-shear sharpeners, combs, shears, attachment combs . . . everything for better family grooming.

### MORE SALES

more volume,  
more profit!  
Write for catalog  
sheets, advertising  
mats and quantity  
prices. Get on  
the Wahl "sales-  
wagon" now!

Wahl Clipper Corp. Dept. EM-10 Sterling, Illinois

Please send full particulars and prices on the Wahl home barber line.

Name \_\_\_\_\_

Store \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

some frank talk from Spang as to Hotpoint's ambitions in the laundry field and how the company thinks it has licked the product problems which plagued it in recent months. In short, they were briefed to interpret factory policies for their own distributorship.

The HLSS was formed last November when the top salesmen from each distributorship met in Chicago. They comprise the charter membership in the club but even they aren't exempt from the possibility of being dropped from membership if their sales fall below national average. Then, like all future members, they must be among the three top salesmen in the distributorship on home laundry in the next year to get back into the society. Spang thinks that the prestige of being a HLSS member will keep most from losing their membership. Since the three top salesmen each year are eligible for membership Spang thinks that eventually half of all Hotpoint dis-

tributor salesmen will be HLSS boosters.

Members get a monthly gift, usually tailored to appeal to their wives as well as themselves. In the past year these have included nylon hosiery, a Revere silver bowl and a turkey at Thanksgiving. Each member also carries a short-snorter bill he must present on demand. Gimmicks like this and the election of their own officers build a certain esprit de corps, Spang feels.

Campaigning for office in Havana this year was strenuous. The winner was Lou Kalman of Wheeling Kitchen Equipment, Wheeling, W. Va. In his "acceptance" speech (after being tossed in the Hotel Nacional's pool) Kalman unconsciously summarized what Spang had hoped all along would happen as the result of the society's formation. "We feel," said Kalman, "closer to the laundry division than we do any other Hotpoint line."

## Training Kitchen Specialists



**DRAWING CLASS** conducted by a Purdue University professor was part of a two-week course for kitchen specialists held recently at Purdue. The rigorous 30-subject course, sponsored jointly by the adult education division of Purdue and the National Institute of Wood Kitchen Cabinets, was attended by 42 students.



**WILL M. KLINE, JR.**, left, manager of the Custom Kitchens department of Westinghouse Electric Corp., was one of 28 instructors who conducted the concentrated 80-hour course on kitchen planning, selling and merchandising. Here he explains the new concept of furniture-styled kitchen cabinets to, left to right, Hugh Galloway, Garrett-Galloway, Inc., Wilmington, Del.; Donald F. Bell, Kitchen Planning Center, Ashtabula, Ohio; Lowell A. Dinsmore, Dinsmore-Maytag, Peru, Ind.; and Mrs. Ethelyn E. Rheinhardt, Harrell Building Supplies, Evansville, Ind.



**Motorola  
makes portable  
phono history!**

*Wrap-around styling—looks like an expensive overnight case*

# Hi-fi in fiber glass!



**RADIO-PHONO COMBINATION** in Duraphonic Fiber Glass case, two speakers, 4-speed changer. Brown and Sand or Mint Green and Antique White. Model 5R23.

**POPULAR PRICED PHONO** with Duraphonic Fiber Glass case, big 6" speaker and 4-speed changer. In Cerulean Blue or Flame and Antique White; also Charcoal. Model 3F22.

*New Duraphonic Portable Phonos by Motorola—they'll make anything your competition offers look old-fashioned as a gramophone!*

Revolutionary fiber glass cases are scratch-proof, stain-proof, heat resistant—the lightest, slimmest cases ever made. And they're almost acoustically perfect! (Notice how even the lid "baffles" and projects the sound like a bandshell.)

Featured you'll find three hi-fi speakers, 8-watt amplifier, automatic 4-speed changer, Soft Touch tone arm, and separate tone controls. And this Motorola Calypso, Model 3H24, (above) comes in Caribbean Blue or two-tone Jamaican Sand and Antique White.

They're priced to please teen-agers, but you'll sell 'em to everybody! So better get them in your window quick.

As advertised in LIFE, LOOK, HOLIDAY, SEVENTEEN and ESQUIRE.

**MOTOROLA**

*World's Largest Exclusive Electronics Manufacturer*





### Distributor Bull Session

A new kind of bull session spiced Toro Manufacturing Corp.'s recent distributor meeting in Minneapolis.

A papier-mache Ferdinand-on-wheels blew smoke from its nostrils and peered through bloodshot eyes before charging "torcador" Jim Kaufman, head of dealer-mower sales.

After several passes, Kaufman subdued the bull and revealed the source of the animal's power—a self-propelled Toro mower.

## White's Woes: Apex Sold

**White Sewing Machine Co. unloads Wash-A-Matic Line of its Apex division, steps up imports of sewing machines to counter financial losses**

White Sewing Machine Co. is having its problems. For one thing, its sewing machines haven't been able to withstand the price competition of foreign models. For another, all has not been going well with its Apex division, which manufactures a laundry line and vacuum cleaners. For yet another, the company recently lost its position as brand supplier of sewing machines for Sears, Roebuck & Co. The company also has had to face the industry-wide problem of the softening of consumer demand and its effect on retail prices.

Result: White reported a first-half-of-1957 loss of \$120,000.

In the past several weeks, White has taken some steps to remedy this unprofitable situation.

It has sold the Apex division's Wash-A-Matic line of automatic washing machines to the Bettcher Manufacturing Corp. of Cleveland. Thus the line that White moved from Cleveland to Sandusky when it took control from Apex last year is on its way back to Cleveland.

White has laid off from 60 to 85 percent of its workers in San-

dukus. The company has also laid off half of its workers in Cleveland, where its sewing machine operations are located.

The company has taken to importing units in order to meet sewing machine price competition. In addition, White spokesmen contend that the company is continuing its arrangements with Sears "to the extent that they can afford to buy American-made products."

**Keeps Cleaners.** Present plans include the continuance of the Apex vacuum cleaner line, which White hopes to market side-by-side with its sewing machines. And, to spark up its retail sales, White has in mind some added retail sewing machine outlets such as the 12 they already have established. Plans for additional outlets have been curtailed, however, and there will be nowhere near as many as White had previously planned—at least not in the near future.

White is just getting its import program into full swing, so company spokesmen say it is too early to assess its possibilities. As far as future domestic production is concerned, however, a spokesman said:

"We won't be making the complete units at the prices we have been making them."

Meanwhile, the transfer of the Apex Wash-A-Matic line will go forward without a stoppage in washer shipments. This is due to the sizeable inventory on hand.

Bettcher, which will market the line under the Apex trademark, is

a contract manufacturer, supplying stamping, weldments, and complete assemblies to the automotive, aircraft, commercial refrigeration, and air cleaning industries, together with the appliance field. Purchase of the Wash-A-Matic line will enable Bettcher to secure a stronger foothold in the appliance field.

## The Serviceman Talks Back

**The head of the National Appliance Service Assn. admits that repairs cost too much and take too long but adds that the serviceman isn't the only one at fault**

The president of the National Appliance Service Assn. agrees with ELECTRICAL MERCHANDISING that "something's got to be done about service."

In a speech last month before the Memphis Housewares Club, John Camp, Sr., said that unless the industry joins in an effort to improve service, irreparable damage might result.

Camp commended ELECTRICAL MERCHANDISING for the article, "Something's Got to Be Done About Service" and the editorial, "The Service Problem," in the October, 1956, issue. "They're 'must' reading for everybody in the industry interested in the service situation," he said.

The NASA head admitted that repairs cost too much and often require too much time and prove unsatisfactory. "But," he said, "we in the service industry feel we

must now defend our position and place the blame on the proper doorsteps—in a spirit of constructive criticism."

Camp's remarks carried an authentic ring. He is serving as president of NASA for the second straight year. He was president of the Memphis Retail Appliance Dealers Assn. in 1945-46, president of the Tennessee Retail Appliance Dealers Assn. in 1947, and president of the Memphis Housewares Club in 1954-55. He owns the Camp Electric Co., service firm which left the retail sales business shortly after he headed the state dealer group.

"We believe manufacturers, distributors, dealers, manufacturers' reps and their sales personnel are as much to blame for service conditions as any segment of the service industry," he said.

**Parts Cost Too Much.** Manufac-



**ENTIRE INDUSTRY MUST SHARE** the responsibility for service problems, John Camp, Sr., (center) president of the National Appliance Service Assn. told the Memphis Housewares Club recently. Flanking him at speaker's table are club president Robert Rogers, left, and Ernest Fisher, first vice-president.



turers charge far too much for replacement parts, in his opinion. He cited a nationally-advertised rotisserie listed at \$59.95, on sale for \$24.88; individual parts listed for \$104.45.

"Look at the steam and dry iron," he said. "It regularly sold for \$17.95, was on sale for \$5.99, yet the parts listed for \$25.30. These are but two cases of exorbitant pricing I can name."

Camp said many items are repaired in-warranty at break-even or losing rates on which the warranty has expired and where warranty service is not justifiable. This, he said, was because:

(1) Warranties, policies and procedures in effect today by practically all housewares manufacturers are antiquated.

(2) A distributor, dealer, department store or consumer intentionally or innocently misrepresents facts regarding warranty or does not present them at all. Pressure is exerted on the manufacturer or his representative to pay for the repair—at warranty rates.

"I think all buyers and salesmen must pay close attention to warranty terms and conditions," said Camp. "Many don't know the terms of the warranties. Since they don't, how can they tell customers?"

**Why So Slow?** Manufacturers and retailers share the blame for slowness of repairs, he said. Service stations carry a heavy inventory of parts, but still some non-stocking items must be ordered occasionally. "Many manufacturers require

six to 10 weeks consistently to fill stock orders to their authorized stations," he added, "and you can see how much delay that can cause on repairs."

Some manufacturers, moreover, do not have an adequate network of service stations to back up their warranties, he said.

Camp claims that consumers, dealers and department stores also are at fault. "The customer will take her appliance to a dealer or store for repairs, rather than to the service station," he pointed out. "Much time is lost in processing the order and sending the appliance to be repaired, but the customer doesn't know it. All she knows is that she has waited 15 days for her steam iron!"

Discussing "unsatisfactory service," Camp said customers often are not cautioned at point of sale about inadequate wiring or overloading circuits with high wattage appliances, for instance. They may send the appliances to the store for repairs. Checked there with proper voltage, they are found satisfactory. Back in the homes, they fail again because of inadequate wiring and the customers become angry.

Speaking of cheap merchandise with what he termed "fictitious list prices," Camp said service stations cannot make these items operate better or last longer than intended by manufacturers.

Camp called for an educational program to be paid for by all segments of the industry. "Manufacturers can give a big hand," he said.

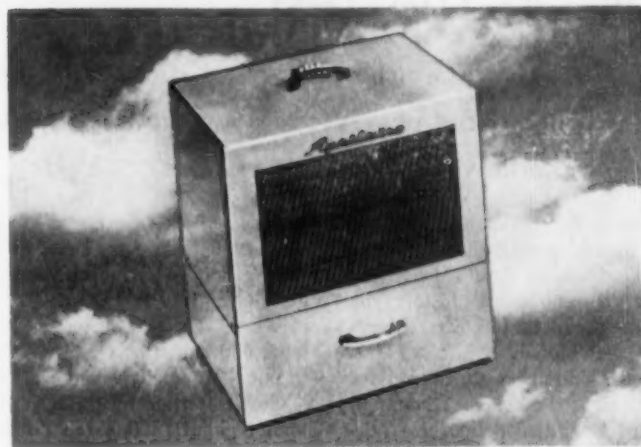
## NATESA's Annual Meeting



**ELECTION VICTOR** at the annual convention of the National Alliance of Television and Electronic Service Associations was new president Russell Harmon of Cincinnati, seated at left. Standing at the rostrum is Frank Mach, editor of the NATESA Scope. At the meeting, over 400 representatives of 58 of NATESA's affiliate service associations lauded some manufacturers who changed their last year's stand on service, castigated "captive broadcasting" (pay-TV) as a threat to free competition for service, and reiterated "unalterable opposition" to "captive service."

## NOW!—SELL HUMIDITY

For Health and Comfort



# Aprilaire.

### PORTABLE HUMIDIFIER

Here's a great profit opportunity! Sell the Aprilaire Portable Humidifier—and you sell proper relative humidity—with a vast market of customers searching for relief from the discomfort and damaging, unhealthy effects of too-dry winter heating. High capacity (up to 4.3 lbs. of water per hour)...push-button control...a heater and fan, too. An extra sales feature—removal of 70% of the bacteria in the air stream circulating through the Aprilaire. Write for the profit story.

Products of  
Research



**RESEARCH PRODUCTS Corporation**  
Dept. 99, Madison 10, Wisconsin



## Good service makes good customers

Webb Manufacturing Co.  
2918 N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and Slingabouts for

☐ ranges ☐ radios ☐ air conditioners  
☐ TV ☐ washers ☐ refrigerators

FIRM NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

When you deliver the new television set, it's a real thrill for any family. Show them you agree by delivering it carefully and installing it expertly—and they'll be your customers for life. One sure way to make the right impression is to make your deliveries in Webb Wrapabouts. They protect everything—the appliance, the customer's woodwork, and your reputation as a service-minded merchant. Webb Wrapabouts are made of water-repellent canvas, thickly padded, and flannel lined—and they last for years.



### WRAPABOUTS

For Radio, HiFi, TV  
and Air Conditioners

For major appliances use Slingabouts

## Toll-TV: The Test

TV industry watches closely as a theater chain begins closed-circuit pay-TV operation showing first-run movies to Bartlesville, Oklahoma, viewers

Bartlesville, Oklahoma, families last month pushed little buttons mounted behind their TV sets and made entertainment history by viewing the first-run movie "Pajama Game" on closed-circuit pay-TV.

Toll-TV has been cussed and discussed since the Federal Communications Commission first began debating its threats and possibilities in 1950. Broadcasting channels are under supervision of the Federal Government, so most pay-TV interests chose to hold off investments until Uncle Sam got off the fence.

One firm wouldn't wait. A theater chain named Video Independent Theaters Inc., seeing attendance at their 230 theaters down 40 percent since 1949, reasoned that the FCC couldn't control non-broadcast TV piped through coaxial cable running from a local movie theater into viewer's homes.

**Big Question Mark.** As always with a new business venture, big question mark is: can costs be pared down so the public can afford it?

Bartlesville residents are paying no installation fee; subscription costs a flat \$9.50 monthly for 13 first-run and 13 re-run movies. At this rate, Video Theaters officials say 2,000 subscribers are necessary to put the operation in the black.

Cost of setting up the operation totaled about \$300,000. And each receiver added to the system costs Video \$20-\$30 to install.

**Why Toll-TV Anyway?** Toll-TV investors expect the public to accept their system for these reasons:

1) Films shown over this system will be free from commercials (at least for the present).

2) Tired of stale movies, viewers will turn to pay-TV for first-runs like "Pajama Game."

3) Parents of young children, heretofore known as the "lost" movie audience, can see first-run movies without expense of babysitters.

4) Engineers predict picture quality from the coaxial wiring system will be better than that coming from a broadcasting station.

## COLOR TV

The network schedules of color television for the month of October include the following programs:

**WEEKDAYS,** 1:30-2:30 EDT, NBC—Club 60; 3-4 EDT, NBC—NBC Matinee Theater (except days when World Series games are played).

**ALL WORLD SERIES GAMES** originating in the park of the American League pennant winner will be in color. First two games plus 6th and 7th games, if necessary, will be presented in color.

**MONDAYS,** 7:30-8 EDT, NBC—The Price Is Right.

**TUESDAYS,** 8-9 EDT, NBC—The Eddie Fisher & George Gobel Shows (alternate weeks); 9:30-10 EDT, CBS—Red Skelton Show.

**WEDNESDAYS,** 8-9 EDT, CBS—The Big Record; 9-10 EDT, NBC—Kraft Television Theatre.

**THURSDAYS,** 7:30-8 EDT, NBC—Tic Tac Dough; 10-10:30 EDT, NBC—The Lux Show (except October 17).

**SATURDAYS,** 8-9 EDT, NBC—The Perry Como Show; 10:30-11 EDT, NBC—Your Hit Parade (except October 5).

**SUNDAYS,** 6:30-7 EDT, NBC—My Friend Flicka; 8-9 EDT, NBC—The Steve Allen Show.

**ALSO—**

**OCT. 17,** 9:30-11 EDT, NBC—Hallmark Hall of Fame.

**OCT. 19,** 1:15 or 2:15 EDT, NBC—NCAA Football Game (teams and starting time to be announced).

**OCT. 20,** 9-10 EDT, NBC—Dinah Shore's Chevy Show.

**OCT. 25,** 9-10 EDT, NBC—The Bell System Science Series.

**OCT. 27,** 9-10 EDT, NBC—Dinah Shore's Chevy Show.

**OCT. 31,** 8:30-9:30 EST, CBS—Shower of Stars.  
(Note. All times after October 27 are Standard Time.)

## International Inspection



**PRODUCTION** of glass-lined water heaters was the subject for inspection by Air Force personnel from 24 countries recently when the foreign group toured the A. O. Smith Corp.'s Permaglas division plant in Kankakee, Illinois. Plant employee John Hendron, right, explains an operation to representatives from Spain, Norway, and Italy.

## "Profile" of a Salesman

New NARDA survey shows that appliance dealers pay salesmen an average of \$102.50 per week, offer commissions, incentives, benefits

A new National Appliance & Radio-TV Dealers' Assn. survey gives this detailed "profile" of the average appliance dealer's sales force:

The average dealer employs 4.12 salesmen who each earn a year-round average of \$102.50 per week. Last year the lowest weekly average was \$80, the highest, \$122.50.

Fifty-two percent of surveyed dealers pay their salesmen salary plus commission. Twenty-two percent pay straight commission; nine percent pay straight salary. Nine percent offer salary plus annual bonus; eight percent pay commission, salary and annual bonus.

Further salesmen benefits include paid vacations (offered by 94 percent of dealers) and group insurance (75 percent). Twelve percent of dealers give paid sick leave; six percent offer retirement plans.

Most dealers pay salesmen standard commission on all sales (whether they are refrigerators, TV, or others). Of 99 dealers questioned, 61 had no commission variation; 35 reported a varying scale. Nine said their commission scale varied with markup price of the item sold.

Most popular sales incentive programs are of the "spiff" type with bonus programs a second favorite.

Sales contests, salesmen trips and dinner parties are also widely used.

The survey finds most appliance salesmen work both inside and outside the store. Of the 590 reporting, 403 are in and out, 162 work inside only, and 25 spend all their time inside.

Only 36 percent of dealers furnish car allowance for salesmen working outside. Twelve percent allow expense accounts.

Dealers report they find new sales personnel largely through newspaper ads or personal contacts. A few recruit salesmen through employment agencies.

## Frigidaire Managers To Train for a Week

Every appliance division manager from Frigidaire branch and distributor sales offices throughout the country will participate in an intensive week-long training program sometime this fall or winter. Frigidaire, which is a division of General Motors, has initiated the training program as "a comprehensive field management training program designed to increase sales through retail outlets and build



strong dealer relations."

Each class in the program will be limited to not more than 14 men to insure maximum individual attention. They are being held on a regional basis and are being conducted by L. B. Allen, supervisor of sales training.

Designed to cover the basic skills of successful selling and mer-

chandising methods as well as specific problems field managers must be equipped to meet, the program follows the group discussion conference format. Included will be such topics as planning, merchandising and promotion, advertising, training the dealer and his staff to increase sales and other pertinent problems.

## Teenagers' Cook Show

NBC's TV cook-star Josie McCarthy presides as 450 teenagers see demonstrations encouraging them to cook party foods with G-E housewares

Officials at Rockland Light and Power's Nyack, N. Y., office took some deep breaths one night last month as 450 teenagers poured into their appliance showroom for a "teenage cook show."

A general Electric team from nearby New York City set up three housewares display booths on Rockland Power's main floor. Girls in G-E aprons passed out popcorn and pizza pies as teenagers rocked and rolled to latest records while waiting to get into the 97-seat auditorium on the floor below.

Downstairs, Josie McCarthy, cook-star of NBC's "Today," gave three half-hour shows. She first selected youngsters from the group to come onstage and make doughnuts, popcorn and toasted meat sandwiches. After results were sampled by an enthusiastic audience, Josie gave away door prizes including G-E housewares, records by the teenagers' favorite stars, and boxes of candy.

Those who had wrong numbers for door prizes didn't go away empty-handed. The G-E team handed out mimeographed sheets listing favorite recipes of teenage idols-of-song Sal Mineo, Tommy Sands and Buddy Knox.

Main theme of the cook show: "Teenagers, on a rainy day or dull night, pep things up by slipping into the kitchen and stirring up some party goodies (preferably with one of these modern G-E housewares)."

G-E spokesmen regard the promotion as a "test case." But plans are afoot for more such shows in the future.

Dollar backing for this first one came from the area's G-E distributor, G-E Supply Corp. After the ball was over, G-E Supply's sales manager Stan Knowles described the cook party as "terrific," said he hopes to hold 11 more such events in his territory before Christmas.



**ENTHUSIASTIC YOUNGSTER** at Rockland Light and Power's "teenage cook party" has a go at steam ironing as the gang looks on.

**YOUR SOURCE  
FOR REVOLVING  
CAPITAL FUNDS**



**FOR**

- **Sound Business Growth**
- **Expansion of Sales**
- **Seasonal Inventories**
- **Modernizing Equipment**

*Use Talcott's  
Flexible Financing Plans*

Thousands of firms have grown and earned more for their owners through use of Talcott's Financing Services. These plans are personalized . . . flexible . . . made to order . . . to suit the special problems of your industry.

Whatever your working capital need is, you will get time-saving and profitable assistance, when you talk to Talcott.

*Talcott's Special Financing . . .*

- **Accounts Receivable (Non-Notification)** • **Inventories**
- **Machinery & Equipment** • **Installment & Lease Sales**



**JAMES TALCOTT, INC.**  
FOUNDED 1854

**CHICAGO**  
209 SOUTH LA SALLE STREET  
Financial 6-1444

**NEW YORK**  
221 FOURTH AVENUE  
ORegon 7-3000

**DETROIT**  
1870 NATIONAL BANK BLDG.  
WGodward 2-4563



GENERAL ELECTRIC'S CLOCK AND  
TIMER DEPARTMENT HOLDS A . . .

## "Sails" Conference in Penobscot Bay



**T**AKE 24 sales representatives and top management personnel, a 137-foot three-master schooner, the scenic coast of Maine, and three brisk September days. Put these ingredients together, set sail in picturesque Penobscot Bay, and you have a "budget" sales conference.

The clock and timer department of General Electric Co., makers of Telechron timers, motors, and special products, applied this formula early in September and found that the mixture produced a whale of a "sails" conference. Happily, they found that the cost of such a conference was little more than half that of the previous year's visit to a Cape Cod Inn.

The G-E crew boarded the schooner "Victory Chimes" in Rockland, Me., on September 3, returning to that port three busy, fun-filled days later, stomachs full, brief cases bulging with notes.

Gist of the G-E meeting revolved around products, the potentiality of television and air conditioner timers, and an advertising budget that concentrates on trade media and direct mail.

Shepherding the three work-filled days were general manager A. F. Fisher, marketing manager Russ Woodward, and industrial sales manager John MacLeod.

**Busy Schedule.** The three-day cruises included more than 19 hours of sales conferences in which the men talked over marketing problems and set forth their ideas for solving them. Primary prob-

lem, of course, was lagging industry sales affecting most appliances and consequently cutting down the timer market.

Marketing manager Woodward, however, hopefully pointed out that radios will have risen from 8.2 million sets in 1953 to an anticipated 8.74 million this year and a projected 12.2 million in 1967. He cited similar sets of figures for other appliances (television: 7.2, 6.0, 11.0; air conditioning: 1.045, 1.2, 3.9; dishwashers: .18, .34, 1.8; automatic washers: 2.07, 2.8, 3.8; dryers: .737, 1.4, 2.4; electric ranges: 1.25, .95, 1.9; and for newer built-in ranges, .5 in 1957, 1.0 in 1967). All of these units have

possible timer applications.

Some of the developments to broaden the applications of timers over and above refinements in clock-radios (such as a "Snooz-Alarm" which rings at intervals until a sleeper is awakened) occupied a large share of the meetings. Principal among these were timers to turn air conditioners on and off and timers to turn TV sets on for favorite programs or to turn off bedroom sets when viewers have gone to sleep. The TV timer is already proving a success on some brands, according to reports.

The group thus saw increasing sales of clock-radios and a booming market in the air conditioner and

television fields (as soon as timing devices catch hold in these applications), as well as continued range and built-in oven applications. They also discussed the possibilities of a complete timer center in the kitchen, which might one day take care of starting and stopping all automatic cooking aids.

It was also pointed out that Telechron Timer's share of the market has remained stable, thus giving rise to the expectation that a spurt in appliance sales will mean better business for timers. With new applications either planned or already in production, the G-E crew on the "Victory Chimes" saw clear sailing ahead for timers.



**SHARING A JOKE** on deck are, left to right, Clock & Timer general manager A. F. Fisher, Chicago sales representative Ray LeShane, marketing manager Russ Woodward, and headquarters sales engineer Dave Hobkirk.



**EXPLAINING THINGS** below decks is industrial sales manager John MacLeod, right. Listening is commercial engineer Lee Berberian, left. Meetings were held both above- and below-decks.

# Boost Christmas TV Sales

## Sylvania "Double Feature" Promotion-of-the-Month



*Offer* a wide selection of TV styles

# SYLVANIA<sup>110"</sup> TV

**The Shortest-Longest Line**

**4 table models**

**4 consoles**

**4 bases give you**

**21 models to sell!**

Sylvania will back the sensational atomic train promotion with powerful national advertising

**POST LIFE**



**DIRECT MAIL**



*Offer*

**This exciting "atomic" electric train**

Steam up TV sales by offering this detailed model train set—including a foot-long replica of the U. S. Army's famous atomic cannon—it actually rotates, fires and recoils

- 5 cars—each one a toy in itself
- power supply—plugs into any AC outlet
- track supply—equipped with fully automatic couplers
- realistic military coloring and lettering

For complete information on how you can offer this electric train set with the purchase of Sylvania 110 Slimline TV

**VALUED AT  
\$59<sup>95</sup>**

**Call your Sylvania Distributor today**

**Now's the time to be  
a SYLVANIA Dealer**



# LBE: Young But Strong

The Live Better Electrically program is less than two years old, but 300 utilities, 180 manufacturers, and over 40,000 dealers are already using it

The less-than-two-year-old Live Better Electrically program is becoming a lustier and lustier infant. Today officials can point to a recent survey which shows 300 utilities and 180 manufacturers committed to participation.

LBE planners originally thought a three-year period necessary for the program to take hold. But they now feel the campaign has begun to pay off ahead of expectations.

Officials predict industry volume will increase 30 percent by 1960, with LBE playing a key role in that gain.

To push the industry toward this ambitious goal, LBE has an all-new program for 1958, to be announced at a news conference October 7. This year's Christmas buying season gets LBE impact from the "fall push" program covering advertising on national and local levels.

**Dealer Participation Up.** Dealers warmed up to the LBE idea this year by placing 16 million lines of advertising under the "Live Better" theme in a three-month period, compared with 9 million lines the last three months of 1956.

Another yardstick of dealer activity is volume of dealer kits bought by utilities—9,000 so far this year.

The LBE survey shows 43,864 dealers worked this year with 129 utilities in active promotion programs. Demonstrations were held in retail stores by contact men from 131 utilities.

Dealer-utility co-op promotions this year used ideas ranging from old tried-and-true sales builders to brand new traffic-stopping gimmicks. What they all had in common was the LBE theme.

Dealers in 46 California counties joined Pacific Gas and Electric Co. to sponsor a contest with prizes totaling \$20,000 in electrical appliances.

A crowd of 71,736 hopeful people visited dealers to enter the contest they read about in special sections of 40 newspapers.

Results: dealers sold 424 major electric appliances and 184 electric housewares at a total volume of \$112,527. Dealers in the area estimate the promotion furnished them names of an additional 7,200 good prospects.

Westbury, L. I. last month felt

the impact of a LBE campaign sparked by the Long Island Lighting Co., local dealers, and the publisher of the Westbury Record.

Appliance dealers, banks, clothing stores, dry cleaners and even beauty shops (look better electrically) ran 10,000 advertising lines under the LBE slogan. Three thousand editorial lines told readers how it pays to live better electrically.

Prime traffic-builder for the campaign was a freezer giveaway. Entrants got tickets by visiting a freezer display located in a supermarket. New twist was that tickets had to be deposited at another participating store, thus doubling traffic built by the contest.

**Behind the Scenes.** Distributor participation in LBE is hard to measure because their efforts involve behind-the-scenes dealer aid more than direct merchandising and advertising. However, the LBE survey shows 4,426 distributors co-operated with utilities in active programs this year.

These distributors funneled promotional materials from manufacturers to dealers, supplied information for dealer tie-ins with national advertising, and gave advice on local promotions and dealer ad campaigns.

**Utilities Spread Word.** Aside from special promotions, utilities this year have bombarded consumers with LBE material through mailers, billboards, truck posters,



**FREEZER GIVEAWAY** during Westbury, L.I.'s LBE Week drew 10,000 entrants to this display at Bohack's supermarket; traffic-doubling new twist was that tickets for drawing had to be deposited at another participating store.

newspapers, TV, movies and consumer booklets.

Almost half the 159 utilities covered by the survey report they offer co-op advertising to dealers; 37 percent say they list dealers in their ads. Sixteen-hundred contact men are used by utilities to carry LBE ideas and point-of-sale aids to co-operating dealers.

Some specific utility programs worked like this:

**Ohio Power** furnished dealers with 30,000 consumer idea books and 32,000 promotional folders, plus several hundred lighted dealer signs. This utility also sparked preparation of over 25 newspaper supplements in 1957.

**Public Service Gas and Electric Co.** recently completed a series of meetings with 400 New Jersey appliance dealers.

**Commonwealth Edison** carries the

LBE theme as key element in over \$200,000 worth of advertising and promotion including windshield stickers, truck decals, exhibits and displays.

**Pacific Gas and Electric** this year features LBE through ads in 300 newspapers, truck posters on 2,000 company vehicles, bill inserts mailed to 1.6 million customers, and outdoor posters in 387 locations.

**Manufacturer Support Grows.** In mid-1956, LBE prospects dimmed as only 50 manufacturers promised support. But early 1957 saw the Edison Electric Institute spearheading a series of calls on leading electrical manufacturers. In a nationwide push, local utility heads, trade association leaders and others called on manufacturers with a single purpose in mind: sell LBE.

Sell LBE they did; today the roster shows 180 manufacturers pledged to participation. What is the extent of this pledged participation? LBE's Paul Gavaghan says "actual participation means using the LBE symbol and slogan in magazine, newspaper, radio and TV advertising. It also involves promoting the campaign through newsletters and kit shipments to distributors and dealers.

"A prime example of full manufacturer co-operation was the Kelvinator 'Trade Winds' promotion. Every piece of promotion material used in that tremendous nationwide campaign carried the LBE symbol."

**Trade Groups Co-Operate.** The place of trade associations in LBE has not always seemed clear-cut. Gavaghan reports "trade association support ranges from simple lip service from some, to utmost co-operation from others. Their function is



**LBE COMMUNITY** show in Boyertown, Pa. saw retailers join Metropolitan Edison in a promotion boosting dealer sales 50 percent over the same month last year.



to (1) endorse LBE to their members, and (2) serve as information pipelines by preparing exhibits and furnishing speakers for industry meetings.

Gavaghan says trade associations also give invaluable advisory service to the LBE staff. He named NEMA and NARDA as good examples of fully-participating organizations.

Outstanding association activities noted by LBE officials include these:

The National Assn. of Radio-TV Dealers published articles on LBE in NARDA News, encouraged local

action at regional discussion groups, and helped shape coordinated programs keyed to retailer's selling needs.

National Assn. of Electrical Distributors outlined LBE activities in a regular newsletter, is distributing the LBE plans book to members. A featured speech at their January housewares committee meeting concerned the 1957 LBE program.

American Home Laundry Mfrs. Assn. this year blanketed its total membership with ad reprints, the spring plans report, and the manufacturer's Live Better Electrically tie-in booklet.

## Electrical Week Plans . . .

. . . include the formation of 250 state and local committees to push nationwide promotion slated for the week of February 9 to 15

Plans are shaping up for the fourth annual observance of National Electrical Week, slated in 1958 for the week of February 9-15. At least 250 state and local committees representing thousands of cities and towns throughout the United States and Canada are expected to be formed, according to NEW chairman Merrill E. Skinner.

Skinner, who is vice president and director of sales for Union Electric Co. in St. Louis, reported that the national NEW committee received detailed reports on the 1957 observance from 177 state and local committees in 40 states, five Canadian provinces, the District of Columbia, and Hawaii. In some instances, an individual report covered activities in more than 200 cities and towns.

"Our advance contacts indicate we will have at least 250 state and local committees formed for the 1958 observance," chairman Skinner said.

The Week is sponsored, with financial support, by 11 of the principal trade associations in the electrical industry, representing utilities, manufacturers, distributors, contractors, dealers, inspectors, leagues, and electrical workers. It is endorsed by 15 additional associations.

**Basic Purpose.** Basic purpose of the Week is "to focus attention on the contributions of electricity to our way of life."

"It will be carried out as an umbrella activity, with strong support from national advertisers," chairman Skinner said, "to provide a beginning-of-the-year springboard

for the various programs and educational or promotional objectives of our industry.

"Its principal function is to provide a stage upon which each group and company within the industry can produce an information job of particular importance to its primary interest—whether that interest be in the field of improved wiring, a company's community relations, employee morale, the sale of merchandise or whatever.

"The great value of NEW lies in its cumulative impact, with all the many and varied activities that are carried on simultaneously in early February each year," Skinner concluded.

## Versatile Waxer



**CONVERTIBLE** floor polisher that waxes floors and cleans rugs is offered at a basic price of \$49.95 by the S. C. Johnson Co. Introduced at Atlantic City last July, national ads and marketing will get underway this month with its introduction through the pages of Life magazine. The company is simultaneously introducing a new cleaning powder, Johnson's Rug Cleaner. Cleaner attachments costs \$13.95.

## STAND-OUT

OPPORTUNITY to profit with  
ONE PRICED

## INTERNATIONAL AIR CONDITIONER COVERS

made of Firestone Velon



32 STYLES TO FIT  
EVERY LEADING  
MAKE FROM 1/2 to  
2 ton units 1951 to  
1957 MODELS, ALL  
AT ONE LOW RE-  
TAIL PRICE FOR  
VOLUME AND  
HANDSOME  
PROFITS!

3,500,000 air conditioners already sold and we cover most of them . . . 1,500,000 predicted for this year! Here's your chance for cool, EXTRA profits. Sell the first and finest . . . sell INTERNATIONAL Covers For Air Conditioners, made of a heavier gauge, trouble-free Firestone Velon. Get the jump on the market, let us show you how with our generous cooperative advertising plan . . . get the facts today!

Distributor franchise available in some territories . . . write for details

INTERNATIONAL COVERS FOR AIR CONDITIONERS CORP.  
532 Broadway, New York 12, New York

*If you think that all brands  
of Recording Tape are alike...*

...wait till  
you SELL

**irish**  
BRAND  
FERRO-SHEEN



*Everybody Is Making Money With The New*  
**irish 'MONEY-MAKER' PACK**

- Sells recording tape by itself
- Takes up only 2 sq. ft. of counter space
- Displays 20 assorted irish reels

irish SHAMROCK on 1 1/2-mil preselected acetate base  
irish GREEN BAND on 1 1/2-mil acetate base  
irish LONG PLAY on 1-mil Mylar base  
irish DOUBLE PLAY on 1/2-mil Mylar base  
irish SOUND PLATE on 1 1/2-mil Mylar base  
irish BROWN BAND on 1 1/2-mil acetate base  
in all reel sizes

ORRadio Industries, Inc., Shamrock Circle, Opelika, Ala.

EXPORT: MORRAN EXPORTING CORP., NEW YORK, N. Y. CANADA: ATLAS RADIO CORP., LTD., TORONTO, ONTARIO

## Quick easy way

to make pipe connections

FOR WASHERS, DRIERS,  
REFRIGERATORS,  
AND OTHERS

Model CT—with flared joint  
for copper tubing



Model ST—  
for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

**M. B. SKINNER CO.**  
SOUTH BEND 21, INDIANA

## A PERFECT "TIE IN" SALE

**AIR-CON**  
AIR CONDITIONER  
COVERS



## COMPLETE PROTECTION FROM SNOW, RAIN AND DIRT

Dealers are adding profits with a perfect tie in sale . . . The Burch Air-Con Air Conditioner Cover. A NEW LOW COST, HEAVY DUTY, WATER REPELLENT CUSTOM MADE CANVAS COVER DESIGNED FOR SIMPLE INSTALLATION ON ALL TYPES OF AIR CONDITIONERS. THE SOFT, HARMONIZING GREY COLOR BLENDS WITH MOST HOMES. NOW IS THE TIME . . . MAKE ADDED PROFITS WITH AIR-CON.

PLEASE SEND MODEL LISTS, PRICE LIST  
AND ORDER BLANKS FOR AIR-CON.

NAME .....  
ADDRESS .....  
CITY ..... STATE .....

**BURCH MANUFACTURING  
COMPANY**  
CANVAS MANUFACTURERS SINCE 1882  
FORT DODGE, IOWA

## New EM Salesmen



**HOLT T. BUCHANAN** is Electrical Merchandising's new district manager for the Atlantic and New England districts. Buchanan has been with McGraw-Hill Co. since 1945. For the last two years, he has served as district manager on **Factory Management and Maintenance**. He succeeds Harry R. Denmead, who is transferring to McGraw-Hill's latest publication, **Purchasing Week**.



**ROBERT J. SCANNELL** has joined EM's Chicago sales staff as assistant district manager. Scannell was graduated from DePaul University of Chicago in 1955 and joined McGraw-Hill in 1956 as a trainee. He has been working with the direct mail division in Detroit.

## It's the Men Who Buy— The Women Run Them

Women may run them, but it's the men who buy them.

That would appear to be the appliance picture as painted by a series of studies on U. S. markets conducted for Look magazine by Alfred Politz Research, Inc.

Findings include the information that 56 percent of appliance-store shoppers are males. The findings also show that a total of 13.4 million people in the United States who are ten years of age or older personally shopped in an appliance store during the two weeks prior

## Manufacturer Shipment Statistics

### ESTIMATED INDUSTRY SHIPMENTS OF MAJOR ELECTRICAL APPLIANCES RADIO AND TELEVISION

		1957 (Units)	1956 (Units)	% Change
<b>DISHWASHERS</b> .....	July	27,400	31,200	-12.18
	7 Mos.	218,700	260,100	-15.92
<b>DRYERS, Electric</b> .....	July	51,666	92,785	-44.32
	7 Mos.	374,048	537,957	-30.47
<b>Gas</b> .....	July	18,345	24,763	-25.92
	7 Mos.	159,974	186,081	-14.03
<b>FOOD WASTE DISPOSERS</b> .....	July	40,100	46,600	-13.95
	7 Mos.	296,300	369,700	-19.85
<b>FREEZERS</b> .....	July	109,100	105,000	+ 3.90
	7 Mos.	580,300	623,100	- 6.87
<b>IRONERS</b> .....	July	1,682	3,570	-52.89
	7 Mos.	22,817	30,440	-25.04
<b>TELEVISION (Production)</b> .....	July	360,660	336,931	+ 7.04
	7 Mos.	3,082,799	3,752,133	-17.84
<b>RADIOS, Home-Portable- Clock (Production)</b> .....	July	356,309	368,132	- 3.21
	7 Mos.	4,708,927	4,713,646	- .10
<b>RADIOS, Automobile (Production)</b> .....	July	256,279	198,565	+29.07
	7 Mos.	3,090,955	2,512,216	+23.04
<b>RANGES, Standard</b> .....	July	56,700	86,500	-34.45
	7 Mos.	557,200	775,700	-28.17
<b>RANGES, Built-In</b> .....	July	32,000	35,000	- 8.57
	7 Mos.	246,200	229,600	+ 7.23
<b>REFRIGERATORS</b> .....	July	318,000	351,000	- 9.40
	7 Mos.	2,121,800	2,433,900	-12.82
<b>VACUUM CLEANERS</b> .....	July	218,276	259,774	-15.97
	7 Mos.	1,828,806	2,171,256	-15.77
<b>WASHER-DRYER Combinations</b> .....	July	10,042	.....	.....
	7 Mos.	100,968	.....	.....
<b>WASHERS, Automatic &amp; Semi.</b> .....	July	268,708	300,969	-10.72
	7 Mos.	1,543,310	1,891,507	-18.41
<b>WASHERS, Wringer &amp; Spinner.</b> .....	July	66,431	79,203	-16.13
	7 Mos.	496,087	673,479	-26.34
<b>WATER HEATERS, Storage</b> .....	July	64,000	75,300	-15.01
	7 Mos.	456,700	549,000	-16.81

Sources: NEMA, AHLMA, VCMA, EIA (formerly RETMA)

to the interviewing. Of these, 7.5 million were males.

Findings show that 7.8 million of the 13.4 million appliance-store shoppers were employed, with 3.75 million of the remaining 5.6 million being housewives.

White collar and blue collar workers shopped at approximately the same incidence. During the survey, 13 percent of all white collar workers and 13.8 percent of all blue collar workers shopped appliance stores. The bulk of appliance shoppers—8.45 million of them—live in households where the annual income is between \$3000 and \$6999.

## J. W. O'Harrow, 65

J. W. O'Harrow, 65, vice president and sales manager of The Kitchen Maid Corp., passed on at his home in Huntington, Ind., recently.

O'Harrow joined Kitchen Maid in 1928 as manager of the company's branch sales office in New York City. He moved to Huntington in 1943 to assume the office he held at the time of his passing. He had been in ill health.

## Electric Clock Line Added to Boost Sales

The first complete line of electric clocks to be manufactured in E. Ingraham Co.'s 126-year history was unveiled recently at the company's national sales meeting. The company also unveiled a new whisper-quiet synchro-dyne motor.

"These are the first two developments in a long line of things to come which are designed to give us back our leading position," said Robert Cooper, company president. Cooper indicated that the watch and clock market has been in a softened condition for the past several years.

Cooper stated that import activity in that industry has increased as much as 400 percent. He added that the market "is not increasing at the same rate or in proportion to this stepped-up competition."

Cooper also stated that "this intensive competition in a near-static market has taken its toll of some fine old names in the industry." Speaking of Ingraham, he said: "We are confident we have everything necessary to gain back our leadership in the industry."



## First Prize Winners



"NAME THE GUARD" winners in a recent Hamilton Beach Co. contest held for retailers and distributor salesmen are Bernard Sheiman, left, of Morris Rosenbloom & Co., and Hazen E. Albert, right, of Hoffman Music & Appliance Co., Rochester, N. Y. They are receiving keys to their new Ford station wagons from Howard Shaffer, center, territorial manager for Hamilton Beach.

## DISTRIBUTORS NAMED

**Amana Refrigeration, Inc.**—Appliance Distributing Co., Cincinnati, Ohio; Appliance Merchandisers Inc., Boston, Mass.

**Carrier Corp.**—Kenneth W. Cowen, East Hartford, Conn.; Designed Weather Distributors, Inc., Mineola, Long Island City, N. Y.

**Emerson Radio and Phonograph Corp.**—Cincinnati Appliance Wholesalers, Cincinnati, Ohio.

**Eureka Williams Corp.**—Arkansas Radio and Appliance Co., Little Rock, Ark.; Ohio Valley Hardware Co., Inc., Evansville, Ind.; Gas & Electrical Equipment Co., Tulsa, Okla.; Gas & Electrical Equipment Co., Oklahoma City, Okla.

**General Electric Co.**—H. Leff Electric Co., Cleveland, Ohio.

**Gibson Refrigerator Co.**—Ry-Bar Distributing Co., Portland, Ore.; W. L. Roberts, Inc., Memphis, Tenn.; Speed Queen Atlantic Co., Inc., Long Island City, N. Y.; Orgill Brothers Hardware Co., West Jackson, Miss.

**Hoffman Electronics Corp.**—Monsen Dunnegan Ryan Co., Phoenix, Ariz.; Billings & Schattinger, Fresno, Calif.; Bohman-Warne, Inc., Hagerstown, Md.

**Olympic**—Washington Wholesalers, Inc., Washington, D. C.

**Symphonic Radio and Electronic Corp.**—Harold N. Lieberman Co., Minneapolis, Minn.

**RCA Whirlpool**—Bruno-New York, Inc., New York, N. Y.

**Waste King Corp.**—Modern Kitchens, Syracuse, N. Y.; William H. Pearce Co., Philadelphia, Pa.; Oklahoma Electrical Supply Co., Oklahoma City, Okla.; Dygert Distributing Co., Grand Rapids, Mich.; Electra Supply Co., Poughkeepsie, N. Y.; Finn Distributing Co., Wichita, Kan.; Twin State Appliance Distributors, Inc., White River Junction, Vt.; Kitchenlines, Milwaukee, Wis.

**Youngstown Kitchens**—Youngstown Distributors, Inc., White Plains, N. Y.; New York, N. Y.; Newark, N. J.; Kaufman Distributors, Inc., Baltimore, Md.; Southern Wholesalers, Inc., Washington, D. C.

## On His Own



**ROBERT M. OLIVER** has resigned as vice president in charge of marketing for Thomas A. Edison Industries, a division of McGraw-Edison Co. He plans to form his own marketing company in Phoenix, Arizona. A sales, advertising and marketing executive in the electrical industry for 31 years, Oliver has been affiliated with Westinghouse Electric Corp.; Landers, Frary & Clark; and Proctor Electric Co.

ELECTRIC

GAS

FUELLESS

**The New COMPLETE LINE**  
that sales prove is opening up  
a Ready-to-go Market!

## Majestic INCINERATORS

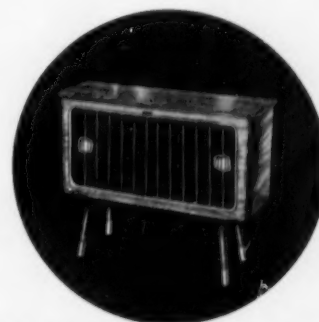
- Full mark-up—no trade-ins
- Deluxe, Imperial, Custom Lines
- Automatic burner timing
- Scientific Down-Draft action
- Exclusive Turbo-Chamber
- Smart contemporary design

**OFFER EXTRA-SELL  
... EXTRA-PROFIT**

Investigate today! Get details on America's most advanced home incinerator line and how it means more *full-profit sales* for you. Consumes all burnable trash and garbage right in the kitchen, utility room, basement or garage. Safe, effortless "no-watch, no-wait" incineration. The ultimate in modern refuse disposal appliances—styled with fashionable beauty and designed especially for today's modern homes. 30 years'

incinerator experience is back of revolutionary new and proved features such as "Suspended" Design, Super-Heated Turbo-Chamber, Top-of-Charge Air Circulation, Cool-Touch Casing—plus many more *wanted* features. Write today for details.

The **Majestic** Co., Inc.  
473-A Erie St., Huntington, Indiana



**FONOVOK, TONFUNK Cuts Out Price Footballing.** Business conducted the modern way, that's how it's done at Fonovox, Tonfunk. No secret pricing, no favoritism, no "dumps." Fonovox, Tonfunk dealers appreciate this type of merchandising for they know that every unit is backed by a multi-million dollar business with prompt and capable service in all major markets.

For example, the fabulous Prima Donna, combination AM, FM, short wave console with 7 AM and 10 FM circuits; four speakers arranged for stereo reproduction, external speaker connections, separate bass and treble controls, visual indicator and exclusive Concert-O-Matic vernier tone selector. Beautiful piano finish console in light or blonde with non-scratchable doors and top in ebony.

Dealers get your full share of the hi-fi profits! Contact the Fonovox, Tonfunk distributor nearest you or write for his name and address: **VIDEOLA-ERIE CORP.**, Brooklyn 1, N. Y., ULster 5-3456.

**FONOVOK  
TONFUNK** —  
the best buy  
in hi-fi



# INDEX TO ADVERTISERS

## The Year 'Round Market Place

OCT., 1957

ADMIRAL CORP. .... 100, 101 Agency—Henri Hurst & McDonald Inc.	GENERAL ELECTRIC COMPANY APPLIANCE & TV RECEIVER DEPT. .... 81 MAJOR APPLIANCE DEPT. 48, 49 Agency—Young & Rubicam Inc.	McGRAW-EDISON CO. CLARK WATER HEATER DIV. .... 154 Agency—Kreicker & Meloan, Inc.	SYMPHONIC RADIO & ELECTRONIC CORP. .... 28 Agency—Milton Samuels Agency
AETNA LIFE INSURANCE CO., THE ..... 99 Agency—Wm. B. Remington Inc.	MOTORS DIV. .... 102, 110, 139 Agency—G. M. Basford Co.	McGRAW-EDISON CO. TOASTMASTER DIV. .... 51 Agency—Erwin, Wasey, Ruthrauff & Ryn Ltd.	TALCOTT, INC., JAMES. .... 165 Agency—Dean C. Wolf and Assoc.
AMERICAN TELEPHONE & TELEGRAPH ..... 26 Agency—Cunningham & Walsh Inc.	RADIO RECEIVER DEPT. .... 33 Agency—Maxon Inc.	METAL WARE CORP., THE. .... 150 Agency—Barnes Adv. Agency Inc.	TIDE ..... 126 Agency—Benton & Bowles Inc.
ARVIN INDUSTRIES, INC., ELECTRONICS & APPLIANCE DIV. .... 106 Agency—Roche, Williams & Cleary Inc.	GENERAL FLOORCRAFT INC. .... 13 Agency—Posner Zabin Adv.	MODERN WATER TREATMENT DIV. GEO. GETZ CORP. .... 109 Agency—E. R. Hollingsworth & As- sociates	TRADE-WINDS MOTOR FANS INC. .... 115 Agency—The Shaw Co.
BELL SOUND SYSTEMS, INC. .... 27 Agency—The Warner P. Simpson Co.	GENERAL SLICING MACHINE CO., INC. .... 155 Agency—Lee Stockman, Inc.	MOTOROLA INC. .... 161 Agency—Leo Burnett Co., Inc.	UNITED AIR LINES. .... 34 Agency—N. W. Ayer & Sons Inc.
BETTER HOMES & GARDENS. .... 91 Agency—J. Walter Thompson Co.	GOOD HOUSEKEEPING ..... 86 Agency—Gray Advertising Agency Inc.	NATIONAL CASH REGISTER CO., THE ..... 39 Agency—McCann Erickson Inc.	U. S. PRODUCTS INC. .... 160 Agency—Jim Bradford Advtg.
BLACKSTONE CORP. .... 84, 85 Agency—W. S. Walker Advtg. Inc.	GRAYBAR ELECTRIC CO. INC. .... 24, 25 Agency—G. M. Basford Co.	NORGE CALES CORP. DIV. BORG-WARNER CORP. .... 120, 121 Agency—Donahue & Coe Inc.	UNITED STATES STEEL CORP. 128, 129 Agency—Batten, Barton, Durstine & Osborn Inc.
BORG-ERICKSON CORP., THE 38 Agency—Fletcher D. Richards Inc.	HAMILTON BEACH CO. DIV. SCOVILL MFG. CO. .... 104, 105 Agency—Erwin, Wasey, Ruthrauff & Ryan Inc.	ORRADIO INDUSTRIES INC. .... 169 Agency—Sam Groden Inc.	VIDEOLA-ERIE CORP. .... 171 Agency—A. D. Adams Adv.
BROWN-FORMAN DISTILLERS CORP. .... 92, 93 Agency—Erwin, Wasey, Ruthrauff & Ryan Inc.	HAMILTON MFG. CO. .... 3rd Cover Agency—The Brady Co., Inc.	OSTER MFG. CO., JOHN. .... 43 Agency—Mathieson & Assoc. Inc.	V-M CORP. .... 82 Agency—Mayer-Klann Linabury Adv.
BURCH MFG. CO. .... 170 Agency—L. W. Ramsey Advtg. Agency	HOBART MFG. CO. KITCHEN- AID ELECTRIC HOUSEWARE DIV. .... 50 Agency—The Buchen Co.	PENTRON CORP. .... 146 Agency—Prichard & Mann Marketing	WAHL CLIPPER CORP. .... 160 Agency—Illinois Simmonds, & Sim- monds, Inc.
BURGESS BATTERY CO. .... 95 Agency—Kane Advertising	HOOVER CO., THE. .... 7 Agency—Leo Burnett Co. Inc.	PHILCO CORP. .... 14, 15 Agency—Batten, Barton, Durstine & Osborn, Inc.	WASTE KING CORP. .... 103 Agency—Hixson and Jorgensen Inc.
CHICAGO TRIBUNE .... 124, 125 Agency—Foote, Cone & Belding Adv.	HOTPOINT CO. .... 4, 17-22 Agency—J. R. Pershall Co.	PLUME & ATWOOD MFG. CO 98 Agency—Langeler Advts., Agency Inc.	WEBB MFG. CO. .... 163
COMMERCIAL CREDIT CORP. .... 58 Agency—Vansant, Dugdale & Co. Inc.	INGRAHAM CO., THE E. .... 96, 97 Agency—Wilson, Haight, Welch & Graver, Inc.	PORCELAIN ENAMEL INSTITUTE INC. .... 52, 53 Agency—Downing Industrial Adver- tising Inc.	WEBCOR INC. .... 111-114 Agency—John W. Shaw Advtg. Inc.
DOLE VALVE CO., THE ..... 10 Agency—Marsteller, Rickard, Gebhardt & Reed Inc.	INTERNATIONAL COVERS FOR AIR CONDITIONERS CORP. 169 Agency—Sloane-Stoll, Inc.	PROPULSION ENGINE CORP. .... 46 Agency—The Brady Co., Inc.	WEST BEND ALUMINUM CO. .... 6 Agency—Western Advertising Agency
DUMONT LABORATORIES INC., ALLEN B., TELEVISION & RE- CEIVER DIV. .... 118 Agency—Page, Noel, Brown Inc.	JOHNSON & SON INC., S. C. .... 55 Agency—Benton & Bowles, Inc.	RADIO CORP. OF AMERICA RCA VICTOR DIV. .... 36, 37, 152, 153 Agency—Kanyon & Eckhardt, Inc.	WESTERN TOOL & STAMPING CO. .... 32 Agency—Rothbardt & Haas Adv. Inc.
DU PONT DE NEMOURS & CO (INC.) E. I. FINISHES DIV. .... 94 Agency—Batten, Barton, Durstine & Osborn Inc.	JOHNSTON LAWN MOWER CORP. .... 147 Agency—Ken Seitz & Assoc. Inc.	RADION MFG. CO. .... 8 Agency—Critchfield & Co.	WESTINGHOUSE ELECTRIC CORP. .... 2, 3 Agency—McCann-Erickson Inc.
EASY WASHING MACHINE DIV. MURRY CORP OF AMERICA ..... 133-135 Agency—Earle Ludgin & Co.	KELVINATOR DIV. AMERICAN MOTORS CORP. .... 4th Cover Agency—Geyer Adv. Inc.	RESEARCH PRODUCTS CORP. .... 163 Agency—Ralph Timmons Adv.	WHIRLPOOL CORP. 30, 31, 40, 41 Agency—Netedu Adv. Agency
ELECTRICAL MERCHANDISING 144, 145 Agency—J. M. Hickerson Inc.	KLASSEN ENTERPRISES INC. .... 54 Agency—J. D. Rothkin, Advtg.	ROLL-OR-KARI CO. .... 173	WIEGAND CO., EDWIN L. .... 47 Agency—Ketchum, MacLeod & Grove Inc.
EUREKA WILLIAMS CORP. 116, 117 Agency—Al Paul Lefton Co. Inc.	LADIES' HOME JOURNAL .... 123 Agency—Doherty, Clifford Steers & Shenfield, Inc.	SALTON MFG. CO. INC. .... 90 Agency—L. J. A. Inc. Advtg.	YOUNGSTOWN KITCHENS DIV. AMERICAN-STANDARD .... 29 Agency—Gray Advertising Agency Inc.
EVENING & SUNDAY BULLETIN, THE ..... 42 Agency—N. W. Ayer & Son, Inc.	LANDERS, FRARY & CLARK. 44, 45 Agency—Gould & Tierney Inc.	SATURDAY EVENING POST 158, 159 Agency—Batten, Barton, Durstine & Osborn Inc.	ZENITH RADIO ..... 157 Agency—Earle Ludgin & Company
FALLS PRODUCTS INC. .... 142 Agency—Gaurfain-Loeff Adv. Agency Inc.	LONERGAN MFG. CO. DIV. McGRAW-EDISON CO. 2nd Cover Agency—Grafek Advertising Forum Inc.	SCHICK INC. .... 140, 141 Agency—Benton & Bowles Inc.	CLASSIFIED ADVERTISING F. J. Eberle, Business Mgr.
FLEXIBLE TUBING CORP. .... 38 Agency—Wilson, Haight, Welch & Graver Inc.	MAJESTIC CO. INC., THE. .... 171 Agency—Wheeler, Knight & Gaine, Inc.	SELF LIFTING PIANO TRUCK CO. .... 173 Agency—Jones & Taylor & Assoc.	EMPLOYMENT OPPORTUNI- TIES ..... 173
FRIGIDAIRE DIV. OF GENERAL MOTORS CORP. .... 89 Agency—Kudner Adv.	MALLORY CO., INC., P. R. .... 107 Agency—The Altman-Kynett Co.	SKINNER CO., M. B. .... 170 Agency—Sutherland-Abbott	MERCHANDISE (Used or Surplus New) ..... 173
	MAYTAG CO., THE. .... 56, 57 Agency—Leo Burnett Co. Inc.	SPENCER THERMOSTAT DIV. METALS & CONTROLS. .... 23 Agency—Sutherland-Abbott	WANTED EQUIPMENT ..... 173
		SYLVANIA ELECTRIC PROD. INC. .... 167 Agency—J. Walter Thompson Adv.	

This index is published as a service.  
Every care is taken to make it accurate,  
but ELECTRICAL MERCHANDISING  
assumes no responsibility for errors or  
omissions.

## NEW FACES IN NEW POSITIONS



W. A. WENDLER



W. R. McALLISTER



C. J. PIEMEISL



ROBERT PEARCE

Amana Refrigeration, Inc.—Walter A. Wendler has been named vice president in charge of sales. An additional executive appointee is Robert I. Pearce who has been named sales manager.

Capehart Corp.—W. R. McAllister has been named national sales manager. McAllister had most recently been a district manager for the corporation.



ELM WEINGARDEN

Waste King Corp.—Elm Weingarden has been named general sales manager. A regional appointee is Arthur M. Lentz, named district sales manager in Washington, D. C., Maryland and Virginia.



W. B. GASSAWAY

Hamilton Beach Co.—Clarence J. Piemeisl has been appointed sales manager and William B. Gassaway advertising and sales promotion manager.



D. O. AKRIDGE

General Electric Co.—Dale O. Akridge has been named manager, advertising and sales promotion for the television receiver department.



STANLEY SELTZER

Olympic Radio and Television, Inc.—Stanley Seltzer has been named national field sales manager. Seltzer had formerly served as regional sales manager in the northeast.



G. E. ANKENY

Maytag Co.—Gerald E. Ankeny has been named general sales manager according to an announcement by Claire G. Ely, vice-president elect in charge of marketing.

Norge Div., Borg-Warner Corp.—George A. Lubenow has been named national kitchen appliance merchandiser.

Johnston Lawn Mower Corp.—E. M. Anderson has been appointed general sales manager. Anderson had previously served as assistant sales manager.



W. T. HALKET

A. O. Smith Corp., Permaglas Div.—W. T. Halket has been named to the newly created position of marketing director. An additional executive appointee is J. W. Burleson named general sales manager.



J. W. BURLESON

Landers, Frary & Clark—C. E. MacMaster has been appointed district manager for the company's Boston and northern New England area.

### MERCHANDISING SUPPLEMENT PRODUCTS - SERVICES FOR MORE SALES — MORE PROFITS

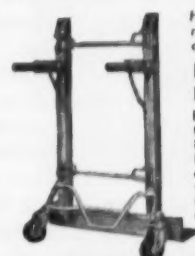
#### RATES:

\$23.10 per inch. Contract rates on request. An advertising inch is measured 7/8" vertically on one column. There are 4 columns—48 inches to a page.

### HAND TRUCKS

For safe and easy handling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Pianos, Television sets, Venders, etc. Experience in manufacturing equipment for heavy case moving since 1901.

SELF-LIFTING  
PIANO TRUCK CO.  
425 N. Main St. Findlay, Ohio



Handle refrigerators, ranges & freezers the quick and easy way...

### ROLL-OR-KARI DUAL TRUCKS

Pat'd Step-On-Lift. Retractable wheels. Cap. 800 lbs. Ship. wt. 48 lbs. DELUXE Model equipped with swivel wheels at one end. REGULAR Model with fixed wheels.

Write Dept. B for folder.

ROLL-OR-KARI CO.  
Manufacturers ZUMBROTA, MINNESOTA

### SEARCHLIGHT SECTION (Classified Advertising)

EMPLOYMENT — BUSINESS  
EQUIPMENT — USED OR RESALE  
OPPORTUNITIES

#### RATES

DISPLAYED—The advertising rate is \$14.85 per inch for all advertising of Equipment & Business Opportunities.

EMPLOYMENT OPPORTUNITIES \$20.75 per inch subject to agency commission.

UNDISPLAYED—\$2.10 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line.

DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.

POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance.

BOX NUMBERS—Count as 1 line.

#### SELLING OPPORTUNITY OFFERED

Wanted sales representatives calling on jobbers to sell all transistors portable radio manufactured in Japan with exclusive patent held by us. Transistor radio to retail for \$19.95. New item with hot sales volume. Commission and exclusive territory. Reply-Associated Importers, 1168 Battery Street, San Francisco, Calif.

### TAPE RECORDER MECHANISMS WANTED

Manufacturers please send specs to:

W-5951, Electrical Merchandising  
Class. Adv. Div., P. O. Box 12, N. Y. 26, N. Y.



### Antique

Polished Brass Telephone Lamp! Mouthpiece and receiver bakelite. Less shade and bulb—\$13.00.

All shipments FOB Simpson, Pa.  
TELEPHONE ENGINEERING CO.  
Dept. EM-10 Simpson, Pa.



# editorial

LAURENCE WRAY • EDITOR



## Don't Kill the Horses

SOME incisive comment on present industry distribution practices is contained in recent talks by two well-known industry figures, Harold P. Bull, vice-president of distribution for Norge, and Arthur Hooper, executive director of the National Assn. of Electrical Distributors.

Mr. Bull, speaking before an Ebasco Services utility group, scored the trend towards so-called mass-distribution methods the industry has been embracing of late and pointed out that these new methods have failed in their primary responsibility of creating sales at the consumer level. In other words, the concept of "automatic distribution"—which means preselling the consumer by heavy advertising and subsidizing big department stores, discount houses and large volume retailers—writes off the independent specialty dealer as a mere "way station" on the transmission belt from factory to consumer. He added that legions of small and medium-sized dealers built the appliance business and still represent its long-term strength.

"Long after those Univac geniuses who wrote them off have been proved wrong, they will emerge, once again, as the most important factor in the business," he predicted. "When all the 'I can sell it cheaper boys' have shot their wads, the thousands of independent community merchants and their salesmen will continue to carry the new products to the consumer in volume, by creative selling, person-to-person and nose-to-nose. For more than a decade we have watched our markets get fatter and fatter . . . our production geniuses produce more and more . . . our mass communicators, mass motivationists and mass statisticians lull us into believing that all things from these automated production lines would automatically be distributed to eager outstretched hands which multiply and multiply . . . Suddenly, the cure-all for solving the problem of over-capacity with lower and lower prices has run its course. The mass-marketers find that their pet theories of distribution have bogged down . . ."

Well, it's real encouraging to find a major manufacturer taking up the cud-

els for the small dealer. He was in danger of becoming the forgotten man of the industry. And we have become more than a little tired of constant references to the "distribution revolution" which would have us believe that the necessary creative sales function in the appliance-radio-TV industries could be absorbed over-night by chains, discount houses, builders and department stores.

**This is a big country and some of the most enthusiastic of the mass-marketing boys ought to leave their spacious offices once in a while and tour around it.**

In a somewhat related vein, Mr. Hooper comes to the defense of the distributor who, God knows, has been having his share of troubles, too.

"The distributors have been blamed, criticized and all but excoriated as the target for everything wrong in the electrical business," he said. "I believe there is much evidence in existence today to prove that the distributor is willing and anxious to do his part in turning a confused industry into a sound, constructive one." It is becoming more obvious, however, he said, that no matter how much effort the wholesaler puts forth to improve his business, he can't get anywhere unless manufacturers take the same frank look at their operation that the wholesaler has done.

**"If the electrical industry is to improve," he said, "it will have to start at the top with the manufacturer—not in the middle."**

Specifically, Mr. Hooper charged manufacturers with refusing to recognize the costs and services of the distributor. They are well aware that their own costs are going up, but unwilling to admit that distributors' costs are rising, too. When forced by their own rising costs to increase prices, manufacturers squeeze a few points or a percentage or two out of the wholesaler, Mr. Hooper said. He also charged manufacturers with refusing to recognize that wholesale distributors cannot afford to be part-time outlets for electrical goods. The manufacturer wants his distributor to perform all his basic functions—and to be competitive at the same time—but fails to recognize

the distinction between a full-functioning distributor and other types of organizations. "The term 'wholesale', Mr. Hooper said, "means anyone who has a large enough order to have the sale considered a wholesale quantity—be it buying service, broker, direct sale or a semi-wholesale outlet that handles electrical goods as a sideline . . . The manufacturer's failure to distinguish between these two types of distribution service makes his bread-and-butter distributor a part-time firm. He's used steadily for the business he can develop, but left unprotected on that portion that a fast operator can snip off."

That complaint, parenthetically, sounds faintly familiar. Many dealers have made it in commenting on their own experience with their distributors. Maybe it all depends on whose foot the shoe is on . . .

Now, it seems to us that there is a definite similarity of conclusions to be drawn from the remarks of these two industry spokesmen:

**One**, an acknowledgement that a change has come over our once-familiar pattern of distribution.

**Two**, that the change has brought little measure of content to either distributors or dealers.

**Three**, that attempts to introduce some form of marketing "automation" have upset a once smoothly-functioning distribution system and have failed to produce spectacular results.

**Four**, that with costs rising and profits dwindling there can be little incentive to creative marketing by distributors and dealers.

**Five**, as a result of these developments that have been responsible for a large measure of the chaos and confusion in the business, some serious soul-searching is going on at the manufacturer level.

It is all very well to recognize that change and evolution are an integral part of progress, but we are reminded of the story of the farmer who was training his horse to go without food and later complained that when he had the beast about trained it up and died on him.

End



got a minute?



"GO HIDE!  
I'M BUSY!"



# we'd like to tell you about a \$250,000 laundry promotion aimed straight at your sales floor

PHOOEY  
IT'S ONLY MONEY."



You can't be too busy. Hamilton's Fall laundry festival was dreamed up for only one reason—to help you sell more washers and dryers than you've ever sold before. Lend an ear, friend.

There's a full-page, full-color national magazine ad

"I DON'T SELL  
NATIONALLY."



Of course you don't. But most of your best prospects read one or more of the magazines on the list. (Sept. 28 Saturday Evening Post, October Ladies' Home Journal, November Sunset, and Better Homes and Gardens.) And even though the ad is running in national magazines, it has a strong retail flavor. Take a peek. Now doesn't that look like an ad you might have written yourself?



Would you settle for 6 more customer calls a day?

"I'D SETTLE FOR 2."



Don't do that. This is no time for pessimism. Our estimate of 6 is deliberately low. The combination of a complete 24-piece point-of-sale package, a set of recorded radio spots, and newspaper ad mats should make it easy to beat. Just wait 'till you see this package. Your distributor salesman will give you the details. Gladly.



How about this special premium to bring prospects in off the street?

"NOW THAT I'LL BUY."



And at a mighty low price. The Hamilton Weather-topper, a plastic rain hood, is available in quantity for pennies apiece. What's more, it has a built-in selling message for Hamilton laundry equipment. Once a prospect is in your store... presto! a demonstration. How about that?



There's a special promotion for your market—written in retail

"FINALLY TALKING  
MY LANGUAGE."



We've been talking your language all along. Everything about this Fall laundry festival is written in retail. And that includes the special promotion for your market being arranged through your distributor. How now? Still too busy to participate in a sound selling program with the Hamilton touch?



## get off to a flying Fall start with

# Hamilton

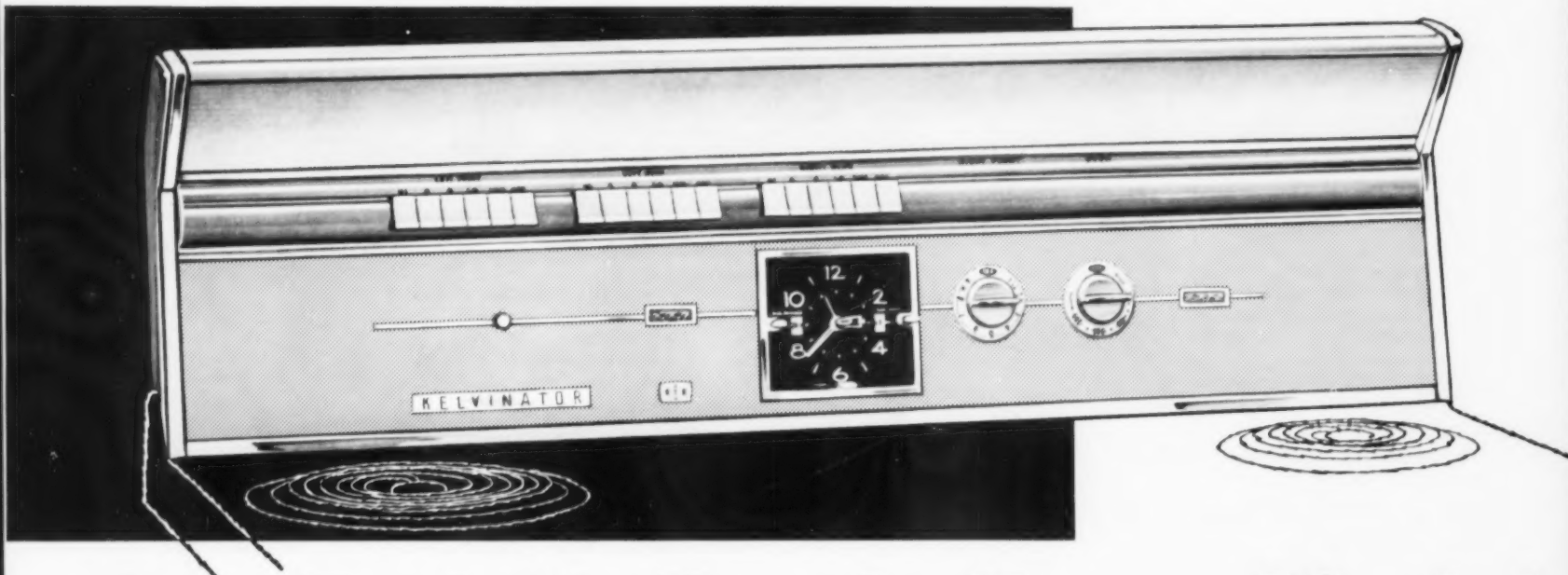
STRONGEST EXCLUSIVE LAUNDRY LINE GOING

"INCLUDE ME IN.  
WHERE DO I SIGN?"



Hamilton Manufacturing Company—Two Rivers, Wisconsin

# 6 New 1958 Kelvinator Electric Ranges Priced Where 4 out of 5 Sales are Made



## Top-End Styling in Every Model

### Demonstrate and Sell The Full 1958 Line with Only Three Floor Models!

Kelvinator, with a powerful short line of six high-styled, feature-packed models, gives the Kelvinator dealer a real opportunity to aggressively acquire a winner's share of the range business in 1958.

Every model in this new 1958 line is a volume model. Every model, even at the low-end, has top-end "Style-Mark" deluxe styling. Every model has effective-to-demonstrate "Finger-Wide" Push Button controls. *Every* model has a high, wide and handsome backguard. *Every* backguard is brilliantly illuminated, providing a powerful sell-

ing point, a potent attention getter on the sales floor. Nothing has been overlooked.

Yes, Kelvinator has taken the six models that sell the best, the models where eighty percent of the range business is done, and, by giving every model deluxe styling and deluxe feature treatment, made these models easier to sell . . . faster. These 3-40" models and 3-30" models bring the Kelvinator dealer maximum volume opportunity with the simplest floor inventory in the industry. For 1958 Kelvinator means business—more electric range business for Kelvinator dealers.

**Kelvinator** MEANS BUSINESS



GOOD BUSINESS FOR YOU!



American Motors Means  
More For Americans



Live Better  
Electrically